



**The growth of the
online wood business**
www.onlywood.it



ONLYWOOD WOOD SALES ONLINE SINCE 2001

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ONLYWOOD

Onlywood.it was founded back in 2001 by Andrea Cabella, then working as technical manager for Eurolegno Group s.p.a., one of the largest production and distribution companies supplying wood products for the DIY market. His new idea was to combine his experience in the industry with his interest in computers and the Internet.

His first version of the site was created at home, using a 14.4 Kb U.S. Robotics modem and a Frontpage book. It featured a few selected DIY products such as boards, strips, plywood, doors, etc. and was really aimed at those first few pioneers willing to explore online marketing. It seemed like an impossible venture, and yet on April 26, 2001 the first order arrived: for some white chair rails to be delivered to Treviso!

After this propitious start, Onlywood achieved a «moral» success in the early years, taking its first orders and establishing contacts with both private individuals and professionals requesting information, quotes, etc. To give you an idea of the importance of these results and the problems in achieving them, consider the fact that eBay Italia was only started in 2001 and Amazon Italia not until 2010!

The site has received both financial investment and material input over the years, and changed its image a number of times. In terms of both quality and price, it is now a leading business in areas such as wooden sheds, gazebos and pergolas, fences and palings, laminated floors, accessories, and DIY items: all either of our own production or imported directly from major foreign producers.

In 2011, the site was moved to the Magento e-commerce platform, enabling the introduction of some major technical innovations, including automated integration with important marketplaces such as Amazon, eBay, and also Manomano.it, in 2015.

In 2013, the site obtained exclusive distribution rights for the Jarsya brand in Italy, a business specialising in the production of outdoor storage cabinets. Over the following years, Onlywood was chosen by other well-known brands for online distribution of their products, including PERGO (high quality laminate flooring), SOLID (wooden sheds) WEIDENPROFI (ecological screening panels) PROWOOD (garden furniture made from Thermowood treated wood) and many other items: an ever-expanding list.

WHO?

1.



The everyday reference point for individuals, architects, interior designers and construction companies.

2.



A constantly updated showcase for the world of wood and current trends.

3.



A team of professionals active in the sector for many years.

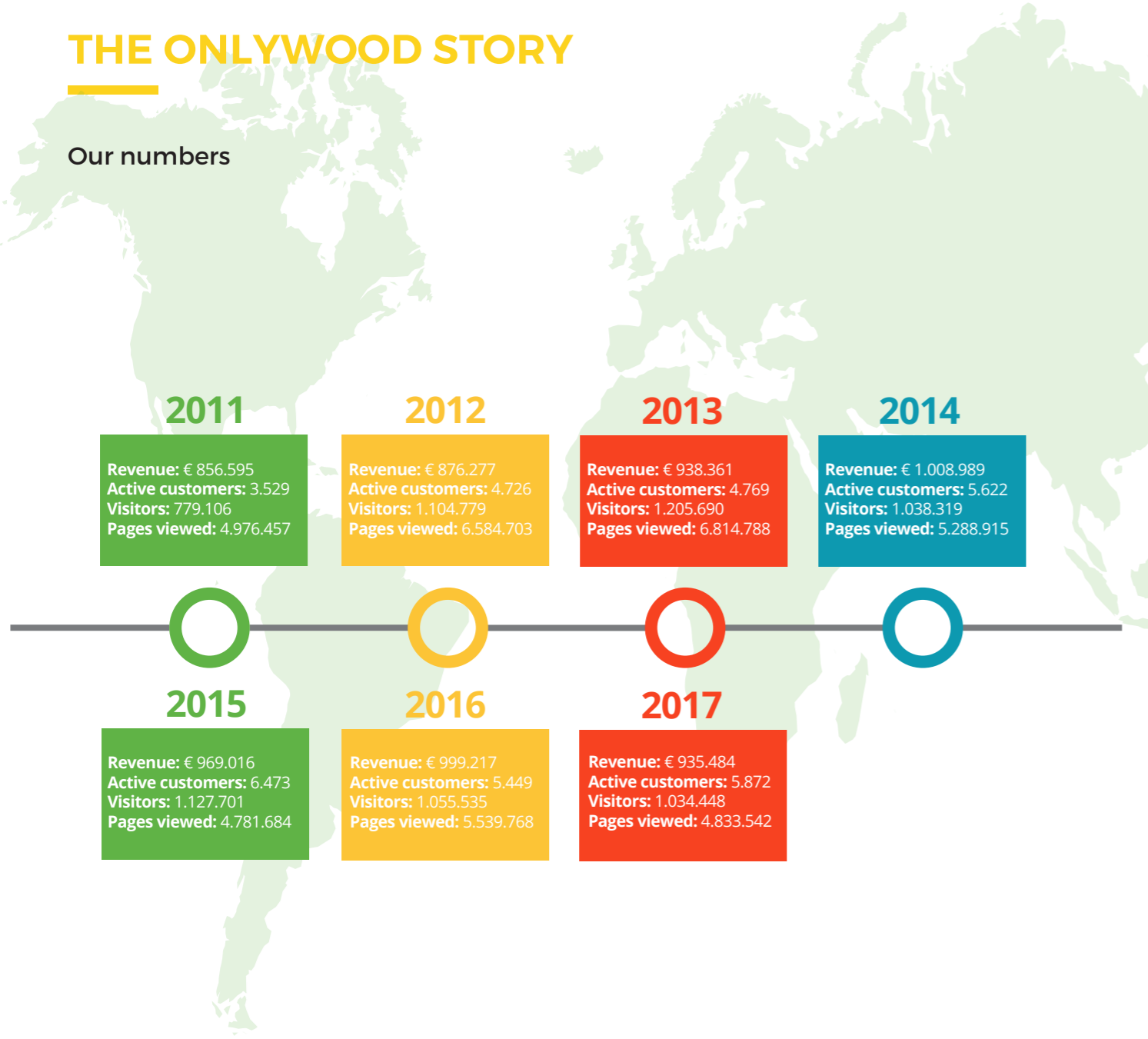
Experience
and passion

Andrea Cabella



THE ONLYWOOD STORY

Our numbers

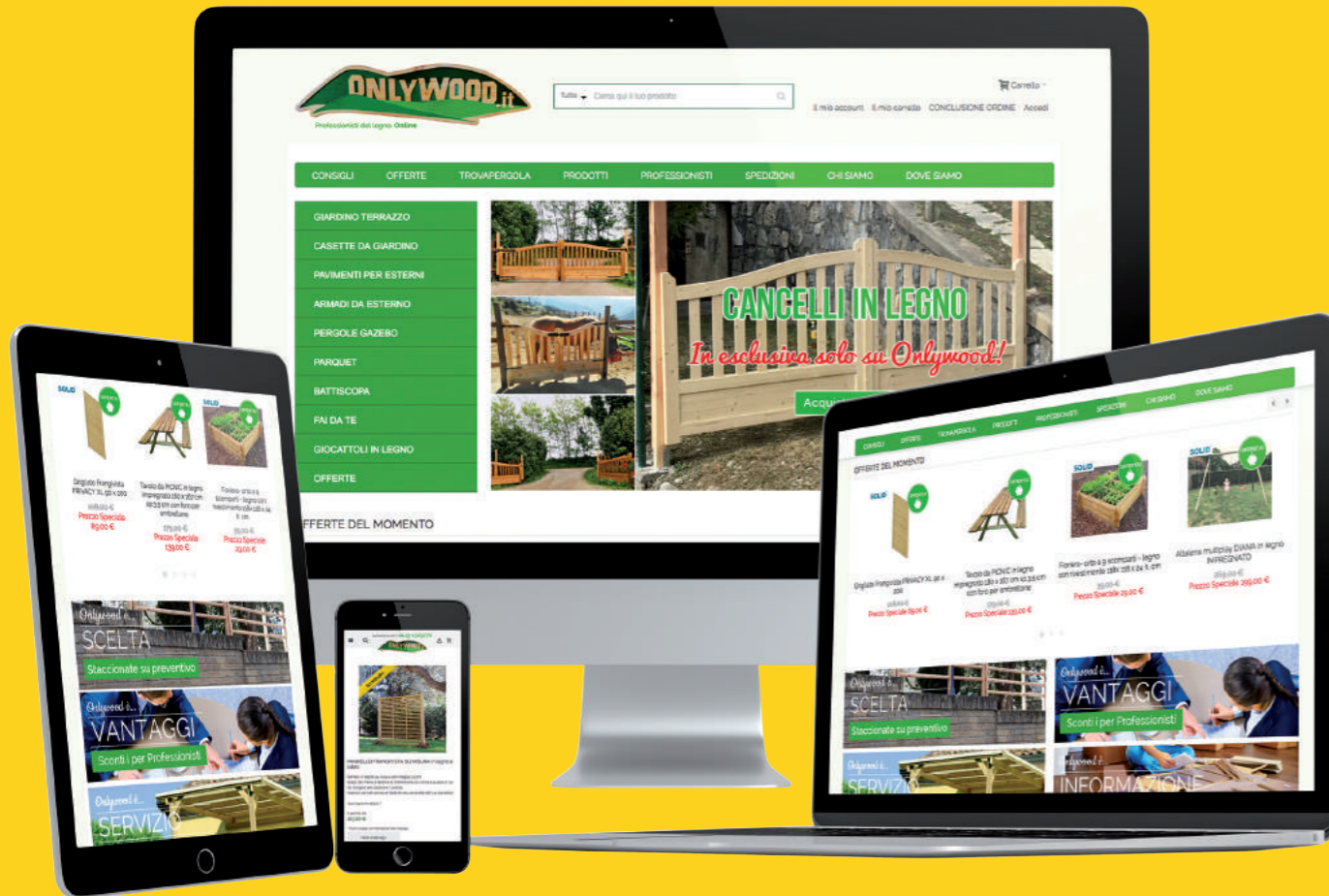


2018 ... AND BEYOND



ONLYWOOD TODAY

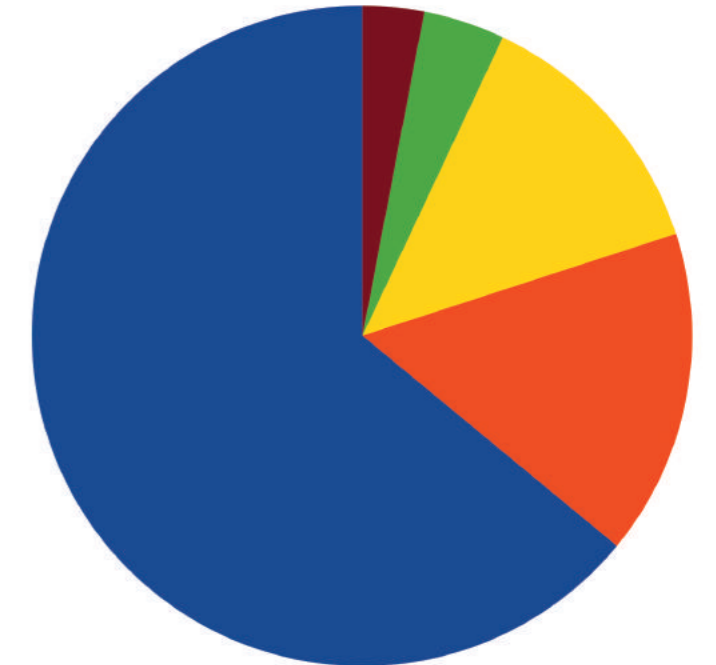
Success grows like a tree



OUR CUSTOMERS

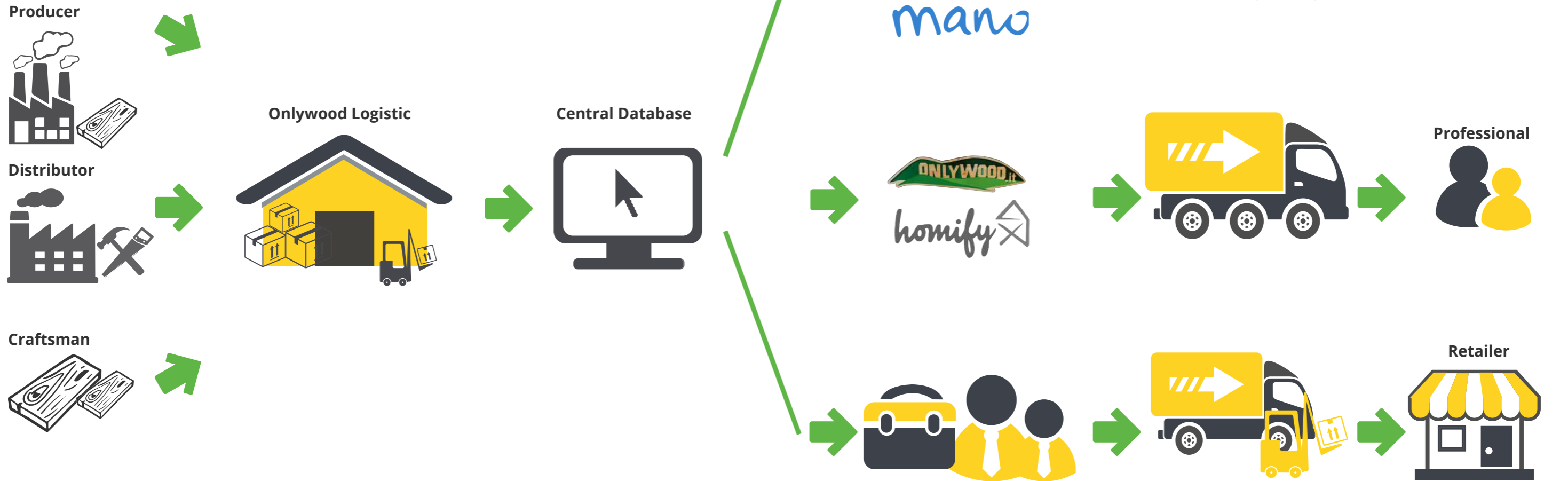
Those who choose Onlywood for online purchases

- 64% PRIVATE INDIVIDUALS
- 16% PREMISES (Restaurants, Hotels, Resorts...)
- 13% COMMERCIAL BUSINESSES (Shops, Offices...)
- 4% CRAFTSMEN (Carpenters, Floor layers...)
- 3% PROFESSIONALS (Architects, Interior Designers...)



DATA 2014-2017

HOW DOES THE ONLYWOOD SYSTEM



HOW DOES THE ONLYWOOD SYSTEM WORK?



1. The WAREHOUSE receives the consignment and arranges for the products to be stored. Our staff check all the separate packages at the warehouse entrance.



2. Our LOGISTIC TEAM prepare and process the orders, packing the goods and completing the shipping documents.



3. All incoming goods and sales to customers are entered on our central DATABASE, to enable completion of the order.



4. The COMMERCIAL DEPARTMENT deals with marketing, offers and statistics, using all available sales channels.



5. The CUSTOMER CARE SECTION answers customer questions and monitors home deliveries.



6. The AFTER-SALES OFFICE requests feedback from customers and takes action to resolve problems.

HOW MUCH DOES ONLYWOOD COST?

Rental of pallet space / goods storage



FREE

Loading / unloading / picking operations



FREE

Monthly subscription to the service



FREE

Transport costs for delivery to private individuals / professionals / retailers



FREE

Marketing and publicity expenses



FREE

Customer Care - Tracking online - Info



FREE

Inclusion/updating of commissions on the products database



FREE

Commissions



FREE

**TOTAL COST:
ZERO**



HOW CAN YOU GET STARTED?



1. Send your proposal to our commercial department at Onlywood.it, together with a catalogue and price list. State whether your prices also include transport to our logistics hub in Alessandria



2. Our staff will examine your proposal in relation to the market, evaluating both the types of products and the prices



3. Once your proposal is approved, you will receive a contract for consignment, with details of codes and approximate quantities needed in stock to start selling your products

AND THEN?

At the end of each month, you will receive a report of the number of items sold and an immediate payment by bank transfer

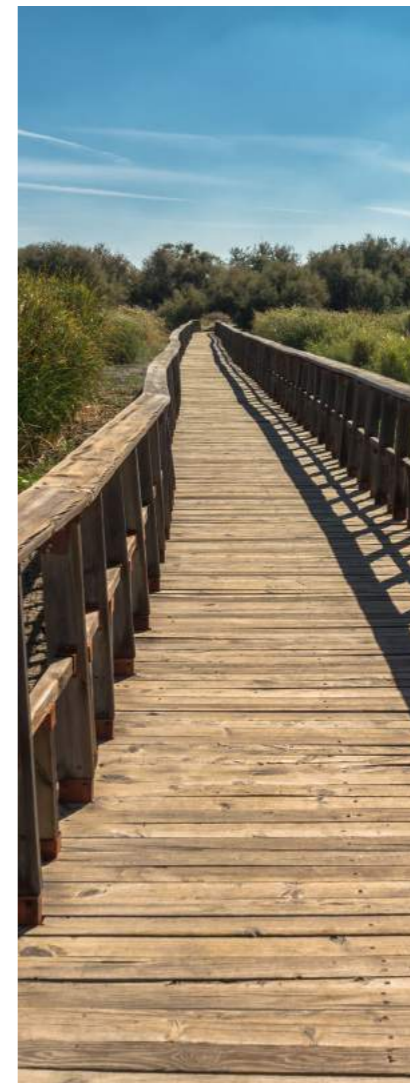


ONLYWOOD IS SECURITY

International distribution contract



THOSE WHO CHOOSE US



Why do you need to sell online?



Who should use Onlywood?



ECONOMIA & FINANZA
Autogemelli

E-commerce, 30% di vendite in più

Sono le proiezioni per il 2017, l'anno della svolta. Già nel 2016 le vendite on line segnano +18% e giro di affari di 20 miliardi, ma bisogna investire

La logistica?

Stiffaccia la novità del marketing tecnologico, un mix tra tecnica e cura del cliente

IL GIORNALE DI VICENZA
Martedì 14 Settembre 2016

Speciale Logistica e trasporti

Logistic Net: la piccola impresa fa concorrenza ad Amazon

A DIECI ANNI DALLA FONDAZIONE, L'AZIENDA DI BASSANO DEL GRAPPA FESTEGGIA RISULTATI RECORD

Forse di 40.000 mq di magazzini, 25 milioni di pezzi movimentati, più di 1.000 ordini evasi al giorno Logistic Net, azienda del gruppo Bias Group Spa, festeggia i 10 anni dalla nascita con i suoi record.

"In questi anni abbiamo sempre privilegiato l'innovazione nel processo e la massima flessibilità del servizio" racconta l'amministratore Matteo Vaccaro. "Questo ha permesso ai nostri clienti di ricevere i prodotti qualche click, direttamente dal divano di casa sua, si può organizzare una spedizione col proprio corriere preferito in Italia o all'estero". In sostanza un vero e proprio negozio online di spedizioni.

Per un'azienda che non ha paura di buttarsi nella mischia e scommette su coesione interna e innovazione. "Sono orgoglioso dell'unità e della professionalità che tutto lo staff ci ha dimostrato in questi

Mercati 2.0. A sorpresa gli Usa e l'Europa guadagnano posizioni in classifica dei consumatori in rete

E-commerce a gonfie vele

Crescono del 21% le vendite nel mondo per un valore di 840 miliardi di dollari

Altre notizie:

- Altre notizie: Alitalia, la compagnia aerea italiana, ha annunciato che nel 2017 si ritirerà dal mercato europeo.
- Altre notizie: Il governo italiano ha annunciato che nel 2017 si ritirerà dal mercato europeo.

E-commerce, +42% e la torta fa gola ai big

VENDE IN RETE
L'e-commerce e i proprietari dei negozi

Nonostante i timori sui pagamenti on-line, la crescita va avanti a ritmo sostenuto. Il leader resta il business, seguito da elettronica e tempo libero. In attesa di società come Ikea, Google e Vente-privee che porteranno ancora benzina alle vendite

Il mercato in Italia nel 2016

| | |
|--------------|-------|
| Alimentari | 11,8% |
| Tempo libero | 12,2% |
| Elettronica | 13,8% |
| Tariffario | 47,2% |
| Altre | 14,4% |

Percentuale delle vendite di pagamento

| | |
|-------------------------|-----|
| Pagamenti on-line | 7% |
| Carta credito | 41% |
| Carta di credito | 9% |
| Pagamento alla consegna | 2% |
| Contante | 41% |



Producers

to open up new sales channels without need for investment



Distributors

to promote their brands and move stock from warehouses



Craftsmen

to expand their customer base without web-marketing expertise

A NATURAL PROCESS OF EVOLUTION



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YESTERDAY

TODAY

TOMORROW...TOGETHER WITH YOU