



SUCCESS OF THE WARMIAN „FRUITS”

They have enough clothing in stock to dress the capital's residents. World-famous brands and organizations come calling. Who would have thought that IES Polska from Olsztyn, a market leader in promotional clothing, started 15 years ago in a garage?

At work, in the gym, at a hotel, in the beauty salon, at school, at home, or on the street. Their range covers everyone: from major corporations to individual customers. Workwear, employee gear, promotional, athletic, and everyday clothing. Clients appreciate their product consciousness – factors like non-toxicity, sustainability, and humane production conditions. They dress company teams, unify branding, and handle clothing orders for major events. Among their clientele? Top fashion designers, influencers, and the world's biggest brands. So how did Ies Polska Sp. z o.o. from Olsztyn make it to the global business stage? „At first, you just need to want it, then consistently pursue that goal,” explains Tomasz Bylczyński, founder and owner of Ies Polska. „In India, I met a guy named Sky. I told him ‚sky is the limit’. He responded with ‚there

is no limit’. With that mindset, you can achieve anything. Our own minds are often the only limits.”

The path to securing top-tier clients wasn't straightforward. After Tomasz finished his economic studies and some unsuccessful job hunts, he founded a family business in 2005 called „Instalacje Elektryczne Serwis” (Electrical Installation Service). Operating from his family home, this electric gig was short-lived despite servicing some popular venues in town. It was the workwear he ordered for his team that made him see the potential in the promotional and workwear market.

„I started dabbling in trade, importing clothing samples from all around the world, from China to India,” Tomasz recalls.

„I realized that the right business partner and supplier are essential. Back then, the well-recognized brand Fruit Of The Loom with its high-quality products was virtually absent in the Polish market. This prompted me to reach out to FOTL International GmbH. At the same time, the brand's rep was thinking of entering the Polish and Eastern European markets.”

Thus, in 2007, Ies Polska began distributing Fruit Of The Loom in Olsztyn. Tomasz personally unloaded the first truckload of their apparel, which barely fit the narrow street at the company's original location.

„At our first meeting with the FOTL rep, he said, ‚I like lucky people.’ That marked the beginning of our ‚fruitful’ journey and venturing into uncharted waters. Our main brands are owned by Berkshire Hathaway INC, with Warren Buffett at its helm,” Tomasz explains. „This global corporation from the US is managed by one of the world's wealthiest investors. Our mono-brand strategy as the official representative of Fruit of The Loom in Poland, combined with market competition, demands partnership, consistency, and loyalty. Thanks to our main supplier, we can ‚Import the Fruits of Your Success’ right from our city.”

A pivotal moment and challenge for the company was its restructuring and partnering with experienced manager Krzysztof Ruszczyński. „We had several meetings over three years before collaborating,” Tomasz admits. „The synergy of our relationship aims to maximize process automation, integrate technologies like AI, launch new sales channels in B2B, B2C, e-commerce, and implement new management and performance analysis systems.”

„As the COO, I want to leverage my startup and corporate experience to evolve Ies Polska into a modern, mature organization,” adds Krzysztof. „I've been involved in the creation of the ‚Nasza Klasa’ portal, set up B2B customer service, managed international sales at Zortrax S.A., and executed multi-million contracts in industrial automation for brands like IKEA, Mlekpól, and BRUSS – a BMW subcontractor.”

This year, Ies Polska turned 18. It's a reliable partner for both suppliers and consumers, fostering a friendly work environment and collaborating with professionals.

„We enjoy working together and continually grow,” Tomasz says. „We're industry leaders with a solid market position in



Orders for customized promotional and workwear began to roll in quickly, mostly through word-of-mouth. Their apparel and later, cotton bags became mediums for logos, slogans, and graphic signs. Branding methods ranged from printing to sophisticated embroidery. Today, Ies Polska consists of a team of 20, with a warehouse holding over 1.5 million pieces from various brands.

„As a small company, we have the advantage of agility,” Tomasz points out. „We're flexible and quickly adapt to market changes, fostering close ties with our clients. This often gives us an edge over large corporations where the decision-making process can be lengthy.”

Poland. We have big dreams, and we have enough clothing in our Olsztyn warehouse to dress the entire population of Warsaw.”

„Our goal is to sell a million pieces in a single order, and we're working on gaining authorization for the UN markets,” Krzysztof concludes.

Text: Beata Waś, photo: Jarek Poliwo

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