



THE STORY OF A SHARED JOURNEY

1990

2025

Our founders, Lóránd Gömbös and Aladár Martinyi, were brought together by a shared passion for sailing. Over time, they began to pursue not only the wind, but business opportunities as well.

In the early 1990s, it was far from clear where their path would lead. The economic environment was unpredictable, and opportunities were limited. One thing, however, was certain: they wanted to succeed together, through a shared enterprise. They looked for gaps in the market, for products they could sell in high volumes. Lóránd sourced the first items—cable lugs, cable ties—from abroad, while Aladár found customers for them.

There was no warehouse, no network—only momentum, determination, and a few early successes that confirmed they were on the right path.

The beginning felt more like an expedition than a business venture. And yet, year after year, more and more people joined them: customers, partners—and their product range continued to grow. Today, the name Tracon represents a functional, cohesive network—a genuine community.

And even now, 35 years later, we remain committed to the same principles: reliability, flexibility, and quality. These values guided us when everything was uncertain, and they continue to lead us forward.



TRACON BUDAPEST KFT.

– Over 35 Years at
the Forefront
of Electrical Solutions



A LEADING LOW-VOLTAGE ELECTRICAL DISTRIBUTOR IN CENTRAL EUROPE

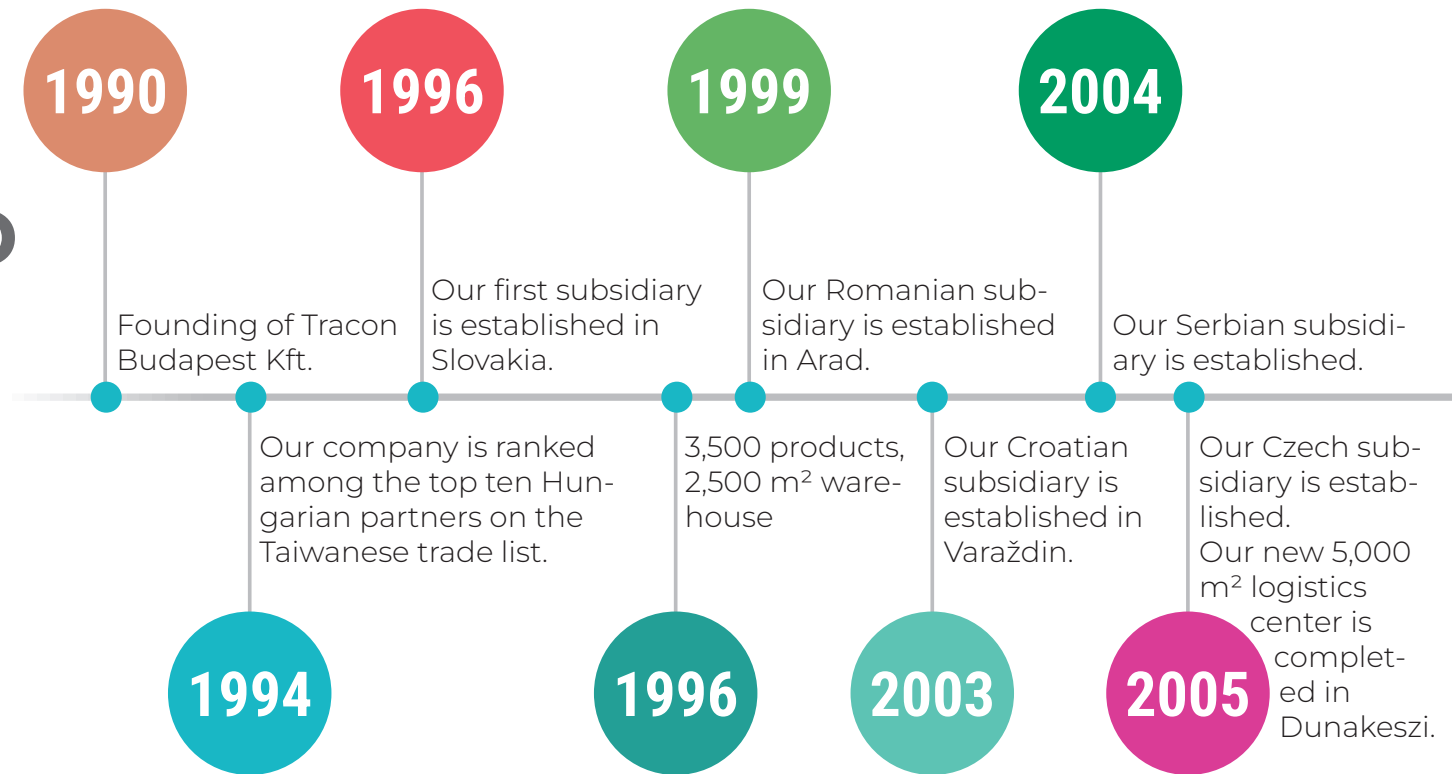
For over three decades, we have been supplying our partners with reliable, well-known electrical products—while continuously expanding our portfolio with the latest innovations.

Thanks to our extensive supplier network—both international (from China, Switzerland, Italy, Turkey, India) and domestic—our product range is constantly growing, and every item we offer meets the highest quality standards.

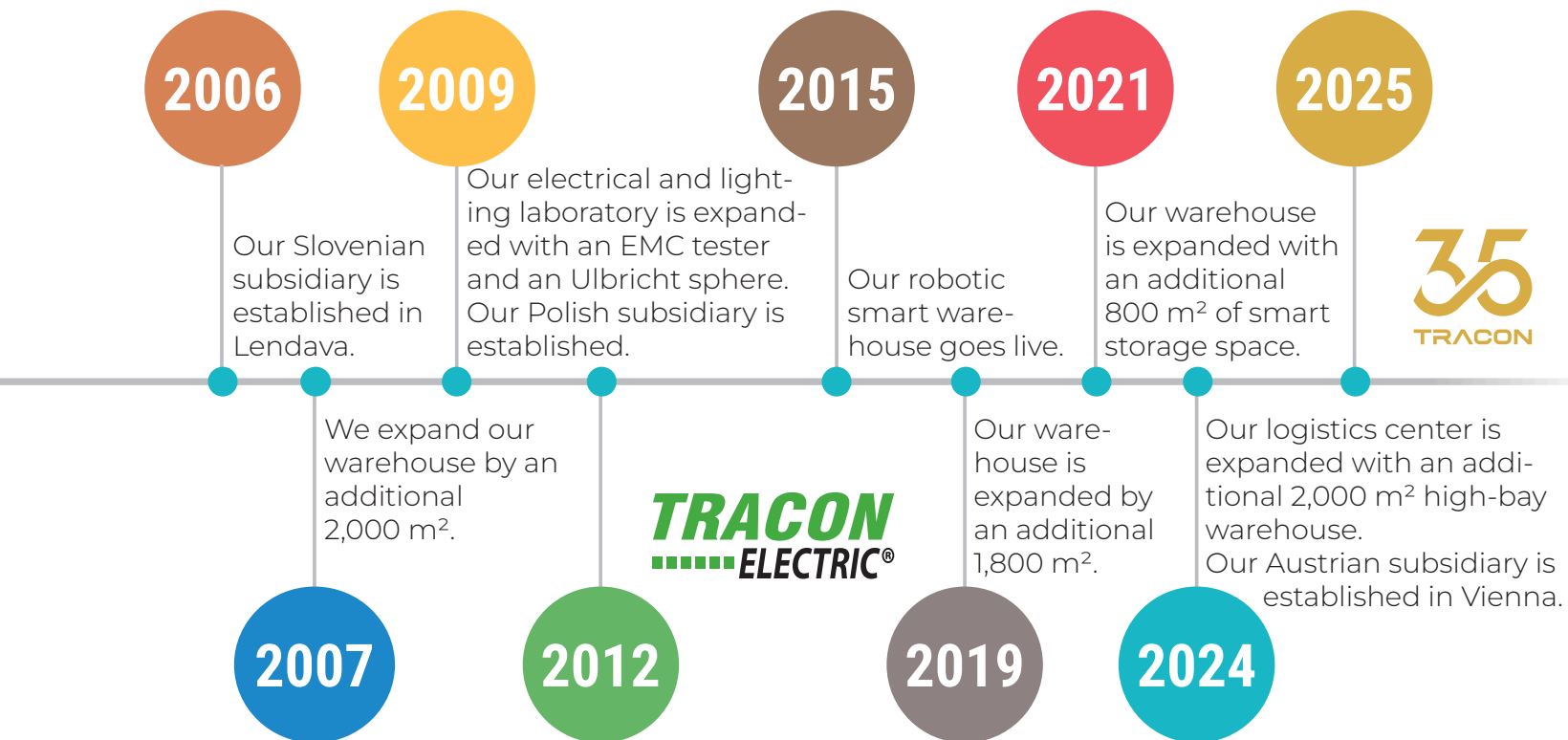
With nearly **10,000 products**, we provide comprehensive solutions for all areas of electrical installation—from residential systems to industrial applications.



THE PAST WHAT WE ARE PROUD OF

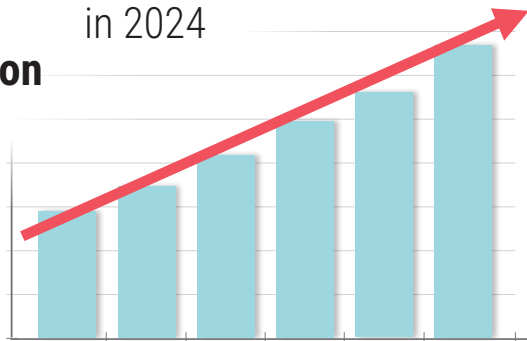


THE FUTURE WHAT WE ARE BUILDING



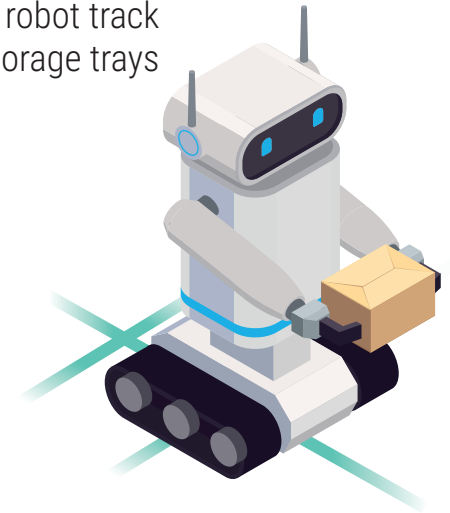
36
million
EUR

TURNOVER
in 2024



SMART STORAGE

16 robot track
82 000 storage trays



213 PERSONS
are directly employed in the
company group



OF OUR PRODUCTS ARE



95%-a
immediately
available from
stock



12,5 million EUR worth
warehouse stock

34 000
partners

10 000
items

16 000 m²
logistic centre



SUBSIDIARIES AND **DISTRIBUTORS**

8 subsidiaries across Europe.
We export to **65** countries worldwide.

- 1. • Tracon Budapest – **1990**
- 2. • Tracon Slovakia – **1996**
- 3. • Tracon Romania – **1999**
- 4. • Tracon Croatia – **2003**
- 5. • Tracon Serbia – **2004**
- 6. • Tracon Czech Republic – **2005**
- 7. • Tracon Slovenia – **2006**
- 8. • Tracon Poland – **2009**
- 9. • Tracon Austria – **2024**



1990  TRACON BUDAPEST

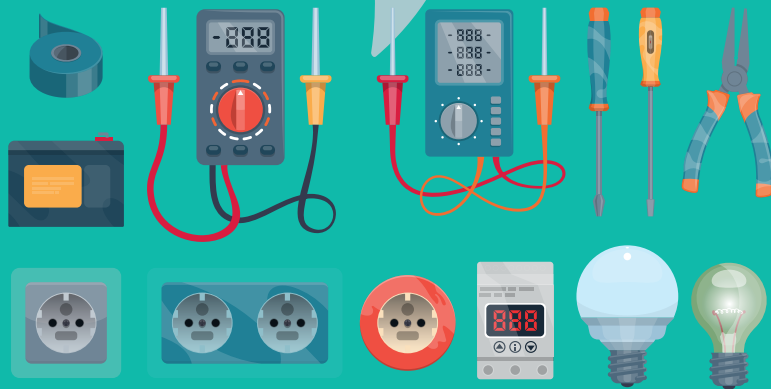
STARTED IN A KITCHEN

– NOW KNOWN ACROSS EUROPE

The transition wasn't easy. After early experiments, bookkeeping on the side, years of doubt and new beginnings, came a turning point: the realization that the future lay in the electrical installation market. From that moment on, there was no stopping.

The finance specialist who left a department store, the sales rep straight off a boat, the young warehouse worker who happened to be in the right place at the right time—all added something to what we know today as **Tracon**.

*"We never took giant leaps,
but we kept moving forward.
Now, the Tracon name speaks for itself."*
– András Seres, Sales Representative



*"We built this brand together —
and we continue to build it today."*

— **Ágnes Bedák**, Chief Financial Officer

Today, Tracon is not just a name — it's a recognized brand in the market. But for us, it has always meant people — and relationships. Attila Hajdú, Sales Representative, puts it this way:

"To me, this company is an open, supportive place where you can realize your potential. If you do your job well here, the path is open to you."

Tracon Budapest is now the hub of an international network — in logistics, commerce, and technology.

But for us, that's not the most important thing.

What matters is that whether we're on the second floor of the first office building, stacking containers in the warehouse, or sitting in the driver's seat of a sales car — we all feel the same:

We are part of something greater.



*"I celebrated my 30th, 40th and even 50th birthday here."
"This is more than a workplace — it's part of our lives."*

— **Roland Herendi**, Sales Representative



AS IF IT WERE OUR OWN



At Tracon, employees have never been "just employees."

This is a place where many people truly make decisions

as if it were their own company — and that's not just a metaphor.

This sense of ownership, combined with swift decision-making and foresight, is one of Tracon's greatest strengths.

*"Our biggest advantage in the market is our flexibility.
With us, decisions don't take weeks — we can respond
within minutes."*

— **Gábor Tóth**, Sales Director



Our colleagues don't just understand this way of working — they genuinely relate to it.
Because when someone has been here long enough, they not only see into this mindset — they grow into it.

„We grew together, and we experienced all the challenges and joys of the journey side by side.”

That's why, for many of us, Tracon is more than just a workplace — it's a shared, long-term commitment.

“After all these years, I feel like it's partly mine too.”

– **József Kaposi**, Logistics Director

“At some point, you start to feel like this whole thing is somehow yours.”

– **Gábor Tóth**, Sales Director



35 ÉV

THROUGH GOOD TIMES, CHALLENGES, AND LOYALTY

There are workplaces where people simply work.
And there are places where stories are born along the way.
Tracon is that kind of place — a space where connections are made,
where people arrive, stay, and sometimes return.

"Only someone who's spent a few years with us and absorbed a bit of this community can truly understand what it means."

– Gábor Tóth, Sales Director

"When I visit my clients week after week, I feel like I'm arriving as family. That's one of the greatest gifts of long-term relationships."

– Roland Herendi, Sales Representative



This is why personal relationships remain a priority even today.

Because while the market constantly changes, trust endures.

It's not uncommon here to know the same clients for 30–35 years.

"It's strange to think how long I've been here," says Attila Hajdú, Sales Representative, "but it feels great that I've known many of my clients for over 20 years."

Some of their children are now taking over the business."

Not every relationship started at Tracon — but many have stayed with us.

As József Kaposi, Logistics Director, recalls:

"25 years ago, I brought many of my friends into the company."

Several of them are still with us.

It means I get to work among friends."

And it's not just the people who have stayed — but the moments, too.

"I've been with Tracon for 23 years, and I have countless memories."

But I still remember November 4, 2003

Zoltán came in that day for an interview.
He was greeted by “Uncle Laci,” the company’s former technical director, who is no longer with us. He said:
“You’ve got a solid foundation in electrical engineering, but not much practical experience yet.”
To which Lóránd Gömbös, the managing director, simply replied:
“That’s all right, Uncle Laci — he’ll gain it here.”

And that’s just one story among many.
35 years is more than just a number.
In that time, friendships have been forged, generations have grown up, and a brand has taken shape — from the inside out.
Those who work here are not just colleagues.
They are storytellers.
We built it together, and now we celebrate together.
This story is about us — and it continues with us.

A message to the future:

“Let’s keep looking for the products of the future — in good times, in hard times, but most of all: in unity and care.”





Beáta Zakarová
Managing Director

1996  TRACON SLOVAKIA

AMONG THE FIRST TO START — AND WE STILL WON'T SETTLE FOR LESS

Tracon Slovakia began its journey in 1996 in Komárno, operating from a rented office — made possible through family connections.

"In the autumn of 2000, we moved into our own property, settling in for the long term — and we've been working in the same place ever since."



The first flyer campaign in 2000 marked not only the beginning of strategic marketing efforts but also the start of a new era.

From then on, it wasn't just the turnover that grew — relationships deepened as well. Exhibitions, partner events, excursions, and professional training sessions helped bring a personal touch to our collaborations.

"We didn't just build business relationships — we built friendships. The kind that still matter today, and that we're still proud of."



After the financial crisis, the team not only remained standing but also preserved its stability — the downturn in 2009 was smaller than the industry average.

During the pandemic, they didn't just hold on — they achieved record sales in 2022 and 2023, thanks to a reliable logistics infrastructure and inventory support from the parent company.

The Slovak market is small and price-sensitive, and brand loyalty is less typical. But fast delivery — within 24 hours — is something customers deeply appreciate. This is where the Slovak team can gain a real advantage: through adaptability, precision, and consistency.

"Cohesion. Tolerance. The ideal family."

We work in an atmosphere where everyone knows what to expect from one another."

"As the first-born in the Tracon family, we receive special attention — but the level of responsibility and expectations is just as high."

"Stability, security, and growth — that's what 35 years of Tracon means to us."

Message to the future:

"Healthy growth!"



"The EVOZ family — the retro hit that always gets an encore. Back! Back! Back again!"





Attila Veres
Managing Director

1999  TRACON ROMANIA

FROM A 7TH-FLOOR LIVING ROOM TO THE FOREFRONT OF ROMANIA'S ELECTRICAL MARKET

The story of Tracon's Romanian subsidiary is not just about business growth — it's also a story of courage, ingenuity, and a partnership built on strong personal bonds.



"We used to drive along the Hungarian -Romanian border in a red 1300 Dacia — standing in line between trucks with 2 or 3 boxes of Tracon products in the trunk."

It all began in 1999, in Arad — with two rookie salesmen, fresh off a successful job interview, starting out from a living room in an apartment block. The journey from that first "office" to hiring the first sales rep was a long one.

"Getting our first real office was a huge step. But an even bigger milestone was hiring our first sales rep. That's when the company really started taking shape."

Since then, Tracon has become a recognized brand in Romania, often cited as a reference in the industry.

What started as an unknown company struggling with customs issues has now built a stable and respected presence on the Romanian market.

Partners trust in Tracon's quality — and while many products are popular, one has gathered a fan base of its own:

the insulating tape.

"Tracon insulating tape? A household essential!"





*"Team. Cooperative, family-like, empathetic, and united.
That strength is what kept us going — even through the hardest times."*



The challenges of the market — price sensitivity, strong competition, logistical barriers — have all played a role in shaping the Arad team into what it is today: a well-tuned, resourceful, and dynamic community.

"For us, the 35-year anniversary is a celebration of stability, unity, and shared success. We've been part of this story for 27 years — and whenever we faced difficulties or hit a wall, we could always count on the parent company."

Not only for support, but for the kind of attention and trust that only a family can offer."

Message to the future:

*"Stay one big family — always!
Because even the finest machine only works perfectly when all the gears are in harmony."*





Judit Vaupotić
Managing Director



2003 TRACON CROATIA

THEY DIDN'T BELIEVE IN US — NOW WE BRING LIGHT TO THE NIGHT

The story of Tracon Croatia began with a personal decision. In early 2003, Judit Vaupotić moved to Croatia, and with one office employee and two sales representatives, began building the company from the ground up. The first order came from the Istrian Peninsula — Judit personally traveled to Nagykanizsa to collect the package, then waited in line for hours at the Letenye border crossing.

In the beginning, many didn't believe in them. A foreign company, Chinese products, a young woman leading in a male-dominated industry — but Judit and her team never backed down.

In the autumn of 2003, they participated in an electrical trade fair, which multiplied their customer base and resulted in year-end sales four times higher than planned.

Growth continued steadily. **Their largest project was the public lighting of the city of Vinkovci, with nearly 5,000 streetlights installed.**

But for them, the true value lies in the stability of their team.

Some colleagues have been there from the very beginning, others for 10, 15, 18, even 20 years — and one even retired from the company.

"People gave me strange looks — as if wondering what a young girl was doing there, standing among the trucks."



"Our greatest achievement? The loyalty of our people."

They also adapted to the specifics of the Croatian market: they completely rethought their pricing strategy, introducing value-based pricing tiers with permanent discounts — earning the trust of their customers.

"Trust begins here — not with the price, but with the attitude."



"There's no question who brings the light."

One word defines the team: family.

They grew into the company together, celebrated weddings and the birth of children together, and went through losses side by side.

That's how they still operate today:

there's a "mother hen" who takes care of everything, and others without whom this team just wouldn't be the same.

"Everyone has their place — we are a well-oiled engine, and every link matters."

"For us, Tracon means security, reliability, and continuous growth."

Message to the future:

"Stay exactly as you are — and may every new generation be just as proud of this family as we are."



Attila Tamás
Managing Director

2004  TRACON SERBIA

WE STARTED FROM FAMILY
AND ARRIVED INTO ONE

1 000 000 euro

The story of Tracon Serbia didn't begin with a business plan — but with a life decision. In 2004, Attila Tamás, a former employee of the Hungarian headquarters, moved to Serbia and received a unique offer: if he agreed to lead the company, Tracon Serbia would be founded.

After a few days of consideration, he said yes. And that's how it all began — in a 50 m² ground-floor apartment, with four sales representatives. One of them is still part of the team today.

The first real milestone came in 2008: they began shipping to Montenegro, and due to continuous growth in sales, they moved to a larger space. They're still there today — a house with a garden and their own warehouse, which enables efficient and customer-friendly service.

The Serbian market is price-sensitive, the economic climate is unpredictable, and due to the country's non-EU status, deliveries are slower.

*"Our greatest achievement?
We haven't had to let anyone go in ten years.
And in the first year after COVID, we reached
one million euros in sales."*

Tracon Serbia compensates for this with its own warehouse, twice-weekly goods shipments, and flexible promotions.

And it seems to be working: customers stay, and the team remains stable.





"Family. Most of us have been working together for years, and beyond our own tasks, we always look out for one another."

"In the big Tracon family, my team represents the calm sibling — the one who acts thoughtfully and carefully, always striving to consider every aspect."

"Stability, perseverance, trust — that's the path we walk."

Message to the future:

"Stay on this path — because it leads upward."

"In Serbia, Tracon tape isn't just a product. It's a concept."





Beáta Zakarová
Managing Director

2005  TRACON CZECH REPUBLIC

WE SWITCHED ON OUR FIRST LIGHT IN KUNČICE — NOW OUR LIGHT BRIGHTENS THE STREETS OF CZECHIA

In 2005, the first spark of Tracon lit up in a living room in Kunčice — this is where the story of Tracon Czech Republic began.

It was here that the first sales representative worked, with his wife handling the administrative tasks.

It was both a home and a workplace, a beginning and an opportunity.

The first true milestone came with the AM-
PER exhibitions, where year after year the team showed up with increasingly professional presentations and growing visibility.

By 2009, stability had arrived: a new office, an expanding team, and a growing number of partners.

Progress was evident not only in commercial results, but also in the development of relationships.

One of these was with VF Electric, a major wholesaler.

Over the years, this collaboration evolved into a true strategic partnership.

Tracon's LSJA street lights have since illuminated more and more Czech towns — a symbolic representation of our presence and reliability.



The Czech market is particularly conservative, with a strong Western European orientation — earning trust is no easy task.

To operate successfully here, persuasion is still essential, supported by existing references and personal visits to the Dunakeszi headquarters.

"It's an honor to be part of the Tracon team."

We've been given security, vision, and stability — and now we pass that on."

"We are the youngest sister — sometimes needing care,

but proving every day that we can be relied on."

Message to the future:

"The world is changing, technology is evolving, but the trust of our customers remains our greatest treasure."

"A bright future lies ahead of us!"





Marjeta Gerenčer
Managing Director

2006 TRACON SLOVENIA
BOX BY BOX,
STEP BY STEP

The story of Tracon Slovenia began in December 2006, with just one person — who acted as managing director, sales representative, receiving clerk, and logistics coordinator all in one.

Orders came from Hungary, the packages were collected in person, and delivered to Slovenian partners — each box passed from hand to hand.

In the summer of 2007, the first translated catalogue arrived — and with it, two extra pairs of hands to help.

The original office setup soon became too small: by 2010, the growing number of packages required a move to a larger, more accessible facility.

That site is still Tracon Slovenia's home today.

Over the years, not only the number of boxes increased, but also the team size and the level of responsibility.

Illness, weekends, wind, hail — no matter what happened, someone was always there to get the job done.



The Slovenian market may be small — but it is highly demanding. Here, quality isn't an extra feature; it's the baseline, and speed is simply expected.

"We're like a mini Switzerland — customer expectations are high."

Even though you can cross Slovenia in just three hours, a location on the other side of the country — or even a nearby town — can still feel "too far" to locals. That's why everything here must be about perfect service — because that's what the market truly values.

News comes and goes, competitors are always present, and the price war never stops — but the most important thing is this: whatever the customer requests today, they should have it by tomorrow. The team is well coordinated, and their approach to work is simple: get it done, solve it, move on. Customers shouldn't have to wait — and they don't.

Message to the future:

"Perseverance — because it's worth it."



"The TDB boxes are ordered so often, that if they ever disappeared, they'd be missed like an old, reliable colleague."





Zoltán Rácz
Managing Director

2009  TRACON POLAND

A PRODUCT RANGE FROM A BRIEFCASE? — IN 16 YEARS, WE'VE ERASED ALL DOUBT

The story of Tracon Poland began in 2009, when Managing Director Zoltán Rácz made the bold decision to move from Warsaw to a small mountain town, Bielsko-Biała.

The first office was on the second floor of a building with no elevator.

Zoltán carried product samples in a briefcase, and the catalogues were all in Czech.

The first order was written on paper — and he still has it.

"Our earliest customers still smile when they recall those first visits."

The turning point came in 2010, when Radek (Product Manager), along with Michał and Marcin (Sales Reps) joined the team.

By the end of that year, it was clear: Tracon was here to stay on the Polish market.

By 2015, two more sales representatives had joined — Łukasz, Wojtek, and others, who are all still with the company today.

"From that point on, we weren't just a question mark — we became a presence in the Polish market."

One of the team's most symbolic successes came in 2014, when a wholesale partner shipped 1,000 Tracon LED streetlights to Papua New Guinea — and no complaints have ever been received.

But perhaps an even greater achievement is the Polish warehouse operation itself.

What used to take 2–3 days now takes less than 24 hours — even for deliveries to Suwałki, nearly 1,000 km from Dunakeszi.

"Orders placed by 10:00 a.m. are waiting on shelves the very next day — and in Poland, that's taken very seriously."



The Polish market is large, the competition is strong, and customers know exactly what they want.

Tracon offered what others didn't: fast response times, personal attention, and a level of flexibility few could match.

"Not everyone is willing to adapt — that's where we excel."

The team is creative, versatile, and doesn't rest until they've found a solution.

"16 years may not be much, but it was enough to erase all the question marks."

Message to the future:

"We hope to be celebrating the 45th anniversary with the very same people."



"With us, the question isn't if we have it — but how much you need."





Attila Benesics
Managing Director

2024  TRACON AUSTRIA

GROWING TO STAND AMONG THE BIG ONES IN JUST ONE YEAR

Although the story of Tracon Austria is still new, it began with clear purpose.

The company was officially registered in December 2024 — just one day before the Christmas corporate event.

Behind the launch stood over 20 years of Austrian entrepreneurial experience, though there were still plenty of surprises: even seasoned professionals were challenged by the intricacies of Austrian bureaucracy. But progress came fast.

By January 7, 2025, daily operations had begun in a fully renovated, furnished office.

Just a few months later, the company made its debut at a trade fair with a four-person sales team, and by spring, they even had a company car — not bad for a brand-new business that had started with zero revenue.

"Austria is not an easy field — but that's exactly what we're looking for. We love a good challenge."



"We are fighters. We don't have an established customer base yet — we have to earn every single relationship, step by step. That takes constant presence, fast responses, flexible customer service, a willingness to learn — and of course, a lot of persistence."

"It feels like we're sitting in a fast-moving time capsule. Like a child trying to grow up quickly in a tough, often harsh world — often turning to family for support."

Message to the future:

"Don't start a company before your IT infrastructure is ready — we can say that with confidence now."



"In Austria, the TTV-B230 surge protector is practically considered a citizen."



Surge protection devices are especially popular: what's difficult to source elsewhere — or overpriced — is readily available from Tracon's warehouse at competitive prices.

This is a major advantage in a market where quality is expected, but price is what makes the decision.

SMART WAREHOUSE **AUTOMATED PRECISION** **GUIDED BY HUMAN VALUES**

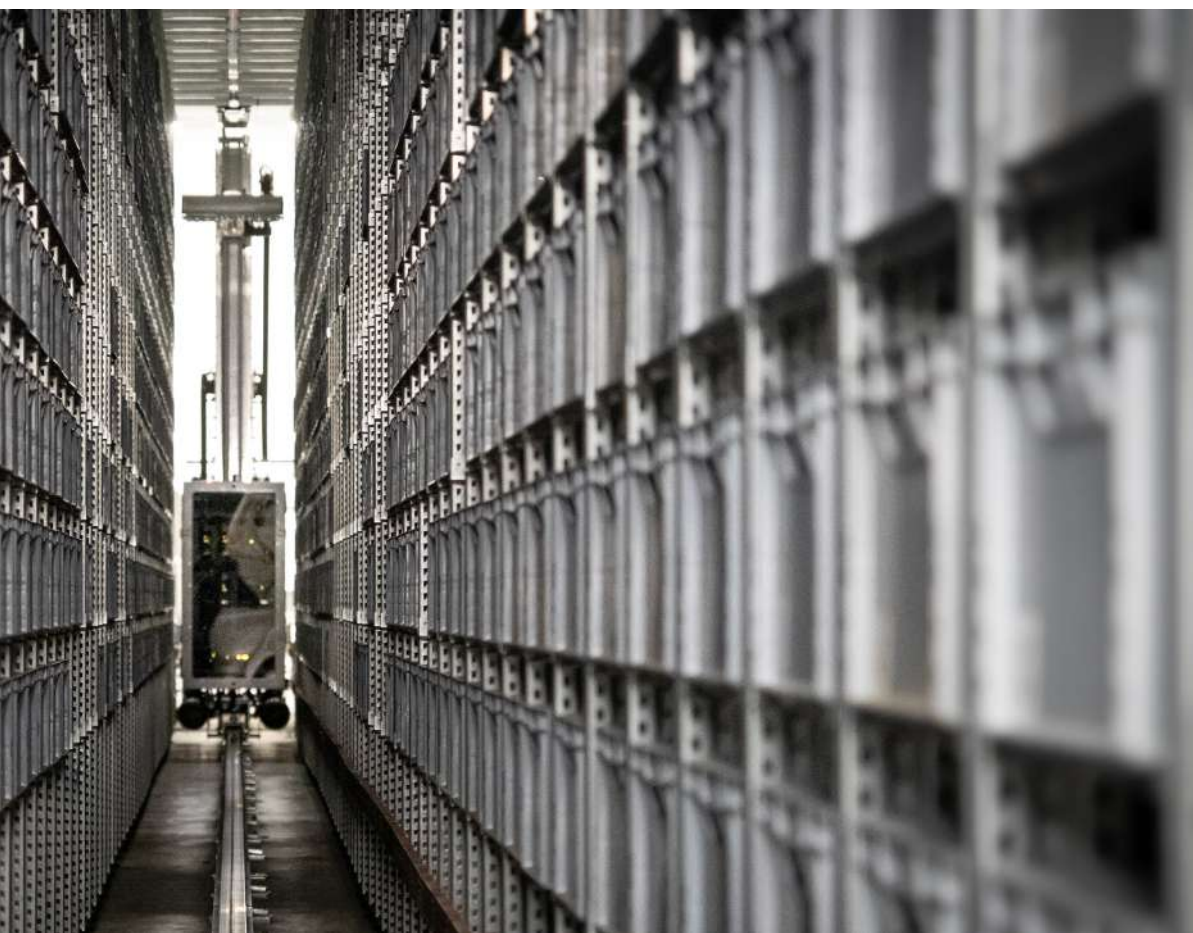
Tracon doesn't just deliver products.

With every package, we deliver trust, precision, and reliability.

At the heart of this promise lies our logistics system's core: the smart warehouse — a space that embodies both technological innovation and our commitment to customers.

In our modern logistics center, 16 robotic tracks and over 80,000 storage bins work in perfect coordination, ensuring that goods can reach their destination — from Budapest to Gdańsk, from Split to anywhere in Europe — within 24 hours. This isn't science fiction. This is Tracon reality.





The smart warehouse doesn't replace people — it empowers them.

It provides a reliable backbone for sales teams, security for purchasers, and stability for customers.

Because technology only matters when it serves a human purpose.

That's why we built it — and that's why we keep improving it.

For us, innovation isn't a trend — it's a responsibility.

A shared future we're building together with our customers and partners — box by box, step by step.



TECHNOLOGY BEHIND WAREHOUSE EFFICIENCY

At the heart of Tracon's logistics center lies more than robotics — it's the way the entire system functions as a single, unified body. Behind our automated smart warehouse stands a carefully fine-tuned infrastructure: precision-calibrated modules, well-orchestrated workflows, and a robotics architecture refined over years of development. Currently, 16 robotic lanes operate with over 80,000 storage bins, served by robotic arms, conveyor modules, and guided vehicles — all working together to ensure fast, precise, and error-free movement of goods.

ROBG – Where It All Began

- In operation since 2015, currently served by 7 robots across 14.5 meters of shelving width
- Handles 10,000 bins using a mix of low and high-profile containers

ROBP – The High-Capacity Backbone

- Launched in 2019, now operates 4+2 robotic lanes
- Home to our largest storage volume with 50,000 bins

ROBH – The Newest Generation

- Started in 2024, exclusively for high-profile bins, with 20,000 units
- Features robust 7.5-meter-high racks, delivering a next-generation high-bay experience

Together, these three zones serve a single mission: ensuring that customer orders are fulfilled and dispatched within 24 hours — seamlessly, and without disruption.



YOND ROBOTICS

– INTELLIGENT LOGISTICS

Our warehouse is powered by more than just racks and robotic arms. Autonomous spider robots transport goods from point A to point B, automated wrapping machines ensure secure packaging, and semi-automated forklifts follow predefined tracking lanes with precision.

With over 400 conveyor modules operating in sync, the system speaks a unified mechanical language — delivering smooth material flow and reliable service day after day.

And this is just the foundation. Tracon's logistics system was designed from the outset to meet the challenges of the future:

it is flexible, scalable, and continuously expandable. Because for us, the warehouse is not just a storage space — it is a competitive advantage.



QUALITY WE STAND BY

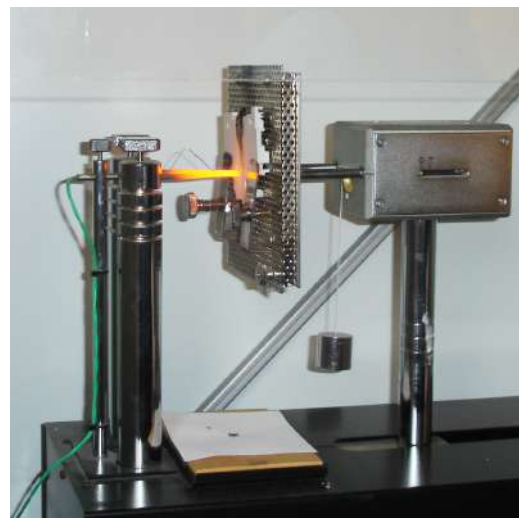
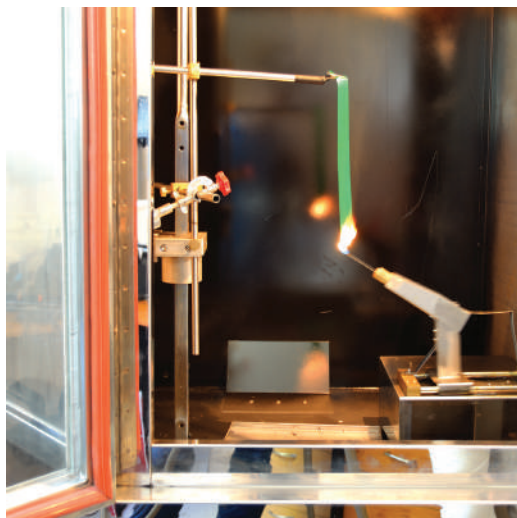
Thanks to our modern lighting technology tests, we provide accurate and verifiable lumen values — a key element of Tracon's trusted reputation.



Lighting Technology Laboratory

- Continuous measurements and inspections
- Photometric parameter testing with Ulbricht sphere
- Lifetime testing under extreme conditions
- Standardized measurement of light source lifespans
- EMC testing





Electrical and mechanical laboratory

- Tensile testing for cable ties and terminals
- Flammability testing using glow-wire and automatic flame apparatus
- Aging tests for plastic components
- Thermal rise measurements
- Dielectric strength testing
- Verification of time-current characteristic curves for miniature circuit breakers and motor protection relays
- Climate chamber testing



Lighting Laboratory Highlight: Gonio-photometer

A key instrument in our lighting technology lab is the gonio-photometer,

which enables the precise spatial light distribution analysis of light sources and luminaires.

The system provides data on:

- Total luminous flux
- Zonal luminous flux
- Luminous intensity
- Luminance distribution

During operation, the photometer moves to scan the entire space surrounding the light source.

Its signals and angular data are processed by a computer system, which generates measurement reports and diagrams.

The device can also test luminaires without built-in light sources, in combination with any Tracon light source.

CONTINUOUSLY OPERATING **QUALITY MANAGEMENT SYSTEM** ISO9001

Tracon's quality management system is operated in full compliance with the ISO 9001 standard — as an integrated part of our daily operations.

We believe that true quality is not ensured through after-the-fact inspections, but through well-regulated, forward-thinking processes.

Every product we deliver is backed by documented, continuously monitored, and improved procedures — from supplier audits and incoming goods inspection, through in-process quality checks, all the way to handling customer feedback.

This is the framework we rely on — even when dispatching several thousand items each day.





KONČAR
Electrical Engineering
INSTITUTE



EVPU
Elektrotechnický výskumný
a projektový ústav Nová Dubnica, a.s.



GUARANTEES YOU CAN BUILD ON

– BACKED BY 35 YEARS OF EXPERIENCE



CIRCUIT BREAKERS ONCE AND FOR ALL!



**LIFETIME
WARRANTY**





SPEED YOU CAN ALWAYS COUNT ON

Tracon's logistics system is designed to operate the way our partners need it most:

fast, precise, and reliable.

24-hour delivery isn't a promise — it's daily practice.

If it's in stock today, it's at the customer's door tomorrow — whether in Budapest, Split, or Gdańsk.

What's Behind the Speed

- Real-time stock information
 - What you see is truly available
- Warehouse dispatch within 24 hours
 - Not just in Budapest
- Multiple delivery options
 - Home delivery, pickup at site, or collection point
- Fast, convenient online ordering
 - With fully integrated customer service support
- Planning-level accuracy
 - Because we know every minute matters

HOW DOES A PRODUCT ARRIVE WITHIN 24 HOURS?

THE SYSTEM BEHIND IT — STEP BY STEP

1

Order Received

The order enters our system via digital channels — web-shop, email, or API integration.



2

Real-Time Stock Check

The system instantly verifies product availability — our inventory is updated in real time.



3

Automated Picking

In our smart warehouse, 16 robotic lanes begin the picking process — fast and precise.



4

Packaging & Labeling

The selected items are routed to the packaging station, where they are securely packed, labeled, and prepared for dispatch.



5

Shipment Launch

The parcel is dispatched to our partners — even 1,000 km away, within 24 hours. The goal: on the shelf by next morning.



6

Delivery & Handover

The customer receives the package the next day and continues work seamlessly — without delay.



CATALOGUE & WEBSTORE

- Product search and filter functions for fast and intuitive navigation
- Real-time stock and pricing data
- Barcode and QR code scanner
- Store locator with map view
- Permanent and daily promotions available



To ensure quick and easy access to our products, we are continuously improving our digital tools. Our brochures and catalogues are now available in 19 languages. Our webstore and mobile app offer user-friendly interfaces that make browsing effortless, while real-time stock and price information support accurate planning and procurement.



PRODUCTS

Over the past three decades, Tracon's offering has grown into a comprehensive range of nearly 10,000 electrical and lighting products.



Connection technique



Tools



Fixing technique



Shrink technique



Luminaires



Light sources





Network installation



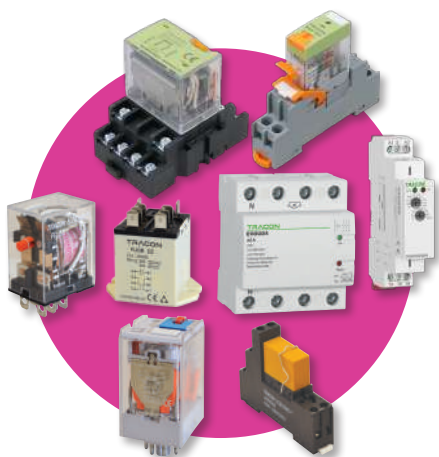
Plugs and sockets



Distribution boxes



Energy distribution



Relays



Industrial Automatisation



Measuring technique



Auxiliary material

VISION

– WHERE ARE WE HEADED?

“Tracon aims to be one of the most reliable, fastest, and most innovative players in the European electrical market — including in regions where we’re not yet present.”

(Lóránd Gömbös & Aladár Martinyi – Founding Managing Directors)

To remain a key player in the decades to come, we must continuously reinvent ourselves — in how we operate, how we think, and how we build relationships.

For us, growth is not a goal — it is a natural state.

We believe the key to success lies in our ability to adapt, the courage to make decisions, and the humility to keep learning.

Our Strategic Focus

- Further automation development
- Strengthening the digital customer experience
- Expanding green operations
- Entering new countries and markets
- Retaining and nurturing talent

“We don’t wait for the future — we build it.”

Lóránd Gömbös & Aladár Martinyi
Founding Managing Directors

*“Thirty-five years is more than just a number.
It’s a community, a story, and a promise to
the future.”*

*Thank you to everyone who has been
— and will be — part of this journey.”*

István Tamás – Sales Director

*“It’s important that our customers
feel they are part of our growth —
and that their opinion matters.”*

Attila Hajdú – Sales Representative

*“There’s never been a pause —
and that’s exactly what drives
us forward.”*

József Kaposi – Logistics Director

*“To see where we started
and where we are today —
that’s the greatest source of inspi-
ration.”*

Attila Tamás – Tracon Serbia

MESSAGE TO THE FUTURE

"Trust must be earned again and again — it's our most valuable asset."

Beáta Zakar – Tracon Slovakia

"The future isn't built on templates —

it's built by those who dare to think differently."

Roland Herendi – Sales Representative

"You can only build far on solid foundations —

and that's what we do every day."

Marjeta Gerenčer – Tracon Slovenia

"In 2025, TRACON was already iconic — by 2035, it can be a model for others."

Zoltán Rieger – Head of Marketing

"What matters isn't how fast you grow — but what you become in the process."

Antal Nagy – Technical Director

"At Tracon, we've always looked for solutions — and that's what makes us strong."

András Seres
– Sales Representative

"At Tracon, we're always learning — we make mistakes too, but we grow."

Attila Benesics – Tracon Austria

"35 years show that this company doesn't just survive — it sets direction."

Attila Veres – Tracon Romania

"35 years isn't an ending — it's the beginning of a new chapter."

Ágnes Bedák – Finance Director

"Anyone who thinks they're good enough has already lost. We always look forward."

Gábor Tóth – Sales Director

"At Tracon, we're not just working — we're part of something much bigger."

Judit Vaupotić – Tracon Croatia

"Tracon doesn't just build products — it builds relationships. And that's where its real value lies."

Zoltán Rácz – Tracon Poland

OUR ONLINE PLATFORMS

– TRACON'S DIGITAL PRESENCE

At TRACON, we build on reliability and innovation not only in our products, but also in our digital presence.

Across our online platforms, we're shaping an active community — sharing educational content to support professionals, publishing useful articles, introducing new technologies, and regularly presenting our latest product launches.

We are active on Facebook, Instagram, and YouTube, where we engage daily with a growing follower base.

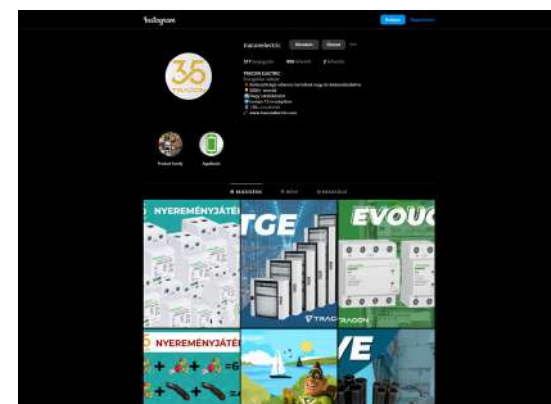
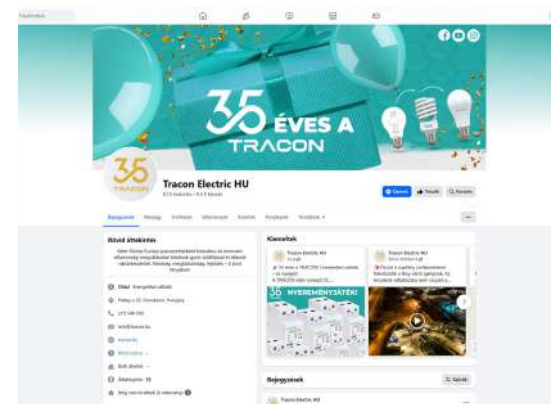
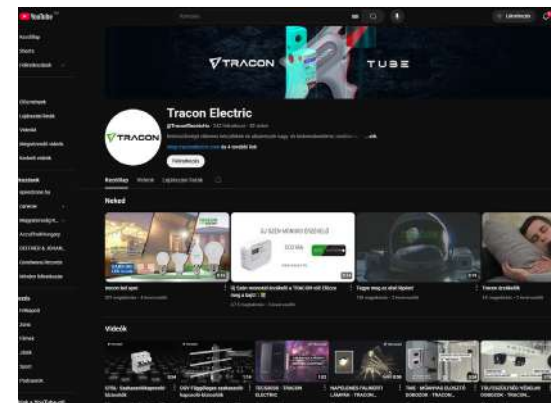
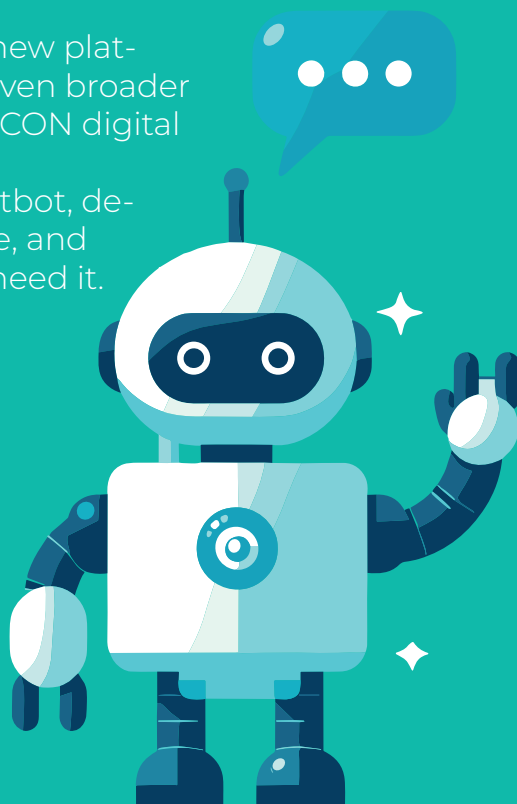
Our goal is not just to share information — but to build a true community.



JOIN OUR NEARLY 10,000-STRONG ONLINE COMMUNITY!

In the near future, we'll be expanding to new platforms — including TikTok — to reach an even broader audience and offer a more complete TRACON digital experience.

We're also launching our AI-powered chatbot, designed to provide users with fast, accurate, and personalized assistance — anytime they need it.



ENERGY SELF-SUFFICIENCY & GREEN MOBILITY

– TRACON'S COMMITMENT TO SUSTAINABILITY

Our company is deeply committed to a more sustainable future, and we are continuously taking steps to reduce our ecological footprint.

We are proud to share that our logistics center is now fully energy self-sufficient, with its entire power demand covered by our in-house solar panel system — significantly reducing our environmental impact.



As part of our long-term goals, we are committed to transitioning our entire vehicle fleet to fully electric vehicles — an essential step toward achieving net-zero carbon emissions. To support this vision, we are continuously upgrading and modernizing our fleet, with a strong emphasis on ensuring that all new acquisitions are electric.

This not only strengthens our own green initiatives but also allows us to set an example within our industry. We understand that sustainability is not a one-time commitment, but a continuous process of improvement. That's why we will continue to prioritize innovations and solutions that move us closer to a greener, more livable future.





SEBESTYÉN SZEKSZÁRD

Sebestyén Winery is located in the heart of Szekszárd, where wines of unique character are crafted with a deep respect for local grape varieties.

Led by the sibling duo Csaba and Csilla Sebestyén, the winery draws on 25 years of experience and passion. Their single-vineyard Bikavérs reflect a perfect harmony of tradition and modern winemaking, rooted in Szekszárd's terroir. Kékfrankos and Kadarka play a central role in their wines, which are known for their elegance, balance, and authentic expression of origin. The estate's flagship wine, Mozaik, blends the distinctive characteristics of multiple vineyards to capture the diversity of Szekszárd.

The Sebestyén siblings are committed to capturing the best of what nature offers each year — turning it into wines that speak of place, precision, and passion.



Sebestyén Szekszárd

7100 Szekszárd, Kalász Street 26.

E-mail: hello@sebestyenszekszard.hu

<https://sebestyen-szekszard.hu/>

MAISON AUX POIS

Maison aux Pois is a dynamic young winery located in one of the world's most exciting wine regions: Tokaj-Mád, Hungary. Their wines are born from a deep respect for terroir and a creative energy that flows from personal passion.

With no boundaries set by time or convention, they craft wines that strive for elegance, balance, and natural expression — always in harmony with the land.

Maison aux Pois makes wines for everyone: from casual wine lovers to seasoned connoisseurs — for all who want to experience the magic of Tokaj-Hegyalja in a single glass.

Their vision is bold and simple:
to change the world, one glass of wine at a time.



Maison aux Pois

3909 Mád, Rákóczi Street 7.

E-mail: rendeles@mauxp.hu

<https://mauxp.hu/>



ZEKSZÁRD CUVÉE 2022

This special blend was crafted to celebrate the 35th anniversary of Tracon Budapest Kft., as a symbol of respect and friendship.

The grapes were carefully selected from our finest vineyards — Iván-völgy and Görögszó — and the wine was aged for 24 months in oak barrels, followed by an additional 6 months of bottle aging to achieve its truly Szekszárd-style character.

It reveals a deep, intense aroma and refined, rounded tannins.

While it can be enjoyed now by the adventurous, it will continue to evolve beautifully over the coming years.

Scan the QR code for a short surprise video.

This is a limited edition of only 1,200 bottles.

Cheers!

Sebestyén Csaba & Sebestyén Csilla



LA FIESTA PARTY SERVICE

– THE PROFESSIONAL PARTNER BEHIND THE CELEBRATION

A key contributor to the success of TRACON's 35th anniversary celebration was La Fiesta Party Service, whose over two decades of experience and dedicated team ensured the seamless execution of the event. Since its founding in 1998, the company has organized countless corporate and private events, handling hundreds of occasions annually and serving tens of thousands of guests.

At La Fiesta, no two events are ever the same — each one is tailored to the specific needs of the client and the venue, whether it's a corporate gala, a private celebration, a seated dinner, or a standing reception.

With its own equipment fleet and technical-logistical infrastructure, La Fiesta delivers high-quality services anywhere in Hungary.

Through their professionalism, creativity, and guest-centered mindset, the La Fiesta team played a vital role in making TRACON's anniversary event a truly unforgettable experience for all attendees.

La Fiesta – Party Service

1039 Budapest, Piroska Street 2

E-mail: info@lafiesta.hu

<https://lafiesta.hu>

LaFiesta
party service



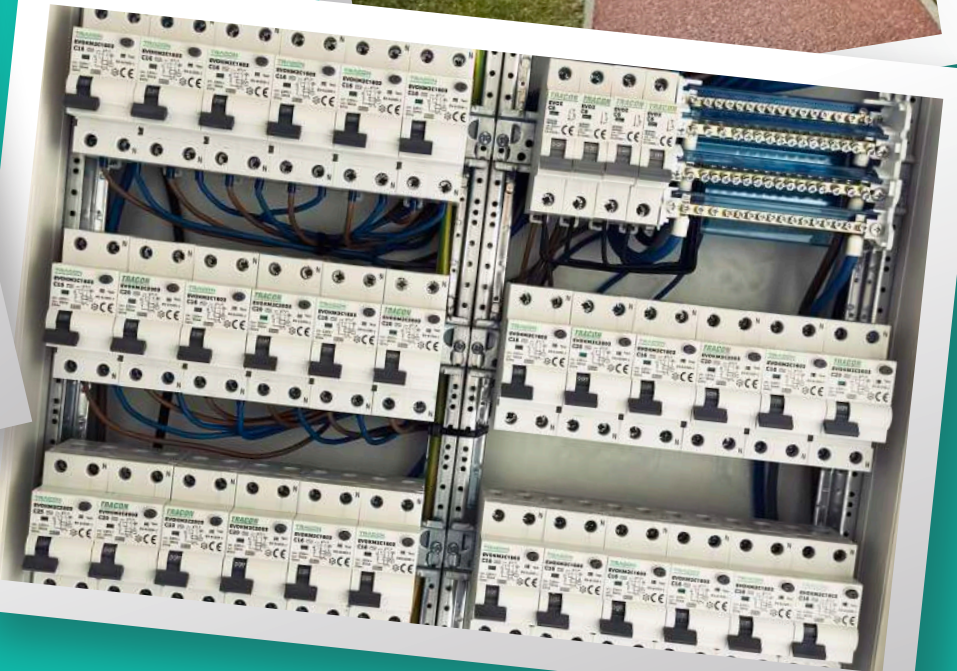
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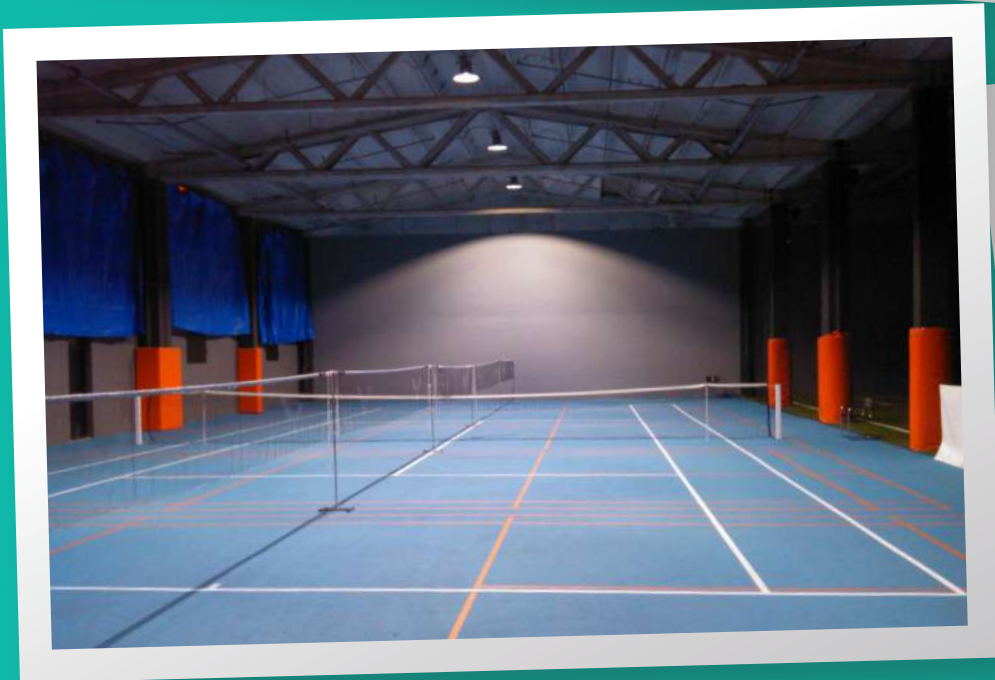
WHERE TRACON COMES TO LIFE – TOLD THROUGH IMAGES

Our products don't just sit on warehouse shelves — they function in real spaces, real systems, and real everyday operations. These captured moments reflect what “reliability” truly means to us.













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E-mail: sales@tracon.hu



THE STORY OF A SHARED JOURNEY

1990

2025