

UnikDeco

Entrepreneur: Darius Ripkauskas, owner of MB Spausdinta

Business: Laser-cut items by individual order

Prototype: Laser-cut wooden shelves for collectors of car models.

The wooden shelves are enjoying passionate collectors and help children and their parents to organize collections of car models. The shelves offer an appealing, customized design and are produced in a resource-saving and environmentally-friendly way. The prototype has been realized during stationary workshops, and regular meetings engaging local businesses as well as creative industries and have been facilitated by creative minds. The cross-sectoral collaboration helped the innovation-driven entrepreneur to improve his marketing strategy, target the real needs of end-users and approach overseas markets. The outcome is a decorative and quality-oriented product and an alternative to similar, mass-produced souvenirs.