



Zlatko Marošević, CEO

# TEHNOMMAG'S Formula for Growth

## Persistence, Consistency & a Smarter Future

**In the crowded world of consumer electronics and household tech, standing still isn't an option. But few companies in the region have moved quite like TehnoMag. Founded in 1998, the Croatian-Bosnian distributor and retailer has built an enviable presence, thanks to strategic partnerships with global brands like Sony, Samsung and Dyson - and the meteoric rise of its own-brand,ELIT.**

With over 200 employees and a growing online footprint, TehnoMag is proof that regional expertise and global ambition can go hand in hand. We sat down with CEO Zlatko Marošević to explore how this agile company continues to expand its reach, what it takes to stay relevant in a fast-changing market, and why the next wave of tech might be closer-and more affordable-than you think.

### Building Momentum, Brick by Brick

In an industry that rewards agility, TehnoMag's story is one of sustained momentum. But for TehnoMag, the secret's in the staying power. "Persistence, consistency, and adaptability," says Marošević. "From day one, we've focused on sourcing the right products, nurturing supplier relationships, and staying flexible as the market shifts."

What began as a modest wholesale operation has grown into a dual-market retail and distribution powerhouse-operating across Bosnia & Herzegovina and Croatia, supported by a 10,000m<sup>2</sup> logistics network and 14 retail locations. Their strategy? Balance global ambition with local insight. "We've invested in every part of the business-retail, wholesale, and now, digital."



## Elit by Name, Elite by Nature

One of TehnoMag's biggest success stories is Elit—their own OEM brand of electronics, which now commands nearly 50% of the market in Bosnia. It didn't happen overnight. "We created Elit to fill a clear gap," says Marošević. "Customers were looking for reliable, functional, and affordable products—and we had the distribution knowledge to deliver."

**"Elit was built from insight. It's not just our brand—it's our answer to what the market needed."**

Elit isn't just about affordability. It's also a vision for democratising smart tech. "We're developing Elit smart devices controlled by mobile apps," he explains. "Our goal is to offer that functionality at a price point that works for everyday households."

## Navigating a Fast-Moving Sector

In consumer electronics, you're only as good as your next move. That's why TehnoMag prioritises education. "Our teams attend events like ITC Malta, product launches, and brand training sessions regularly," says Marošević. "We're constantly tracking innovations to bring them to market quickly."

That forward-thinking approach applies to both tech and customer experience. As retail habits evolve, so too does TehnoMag's digital offering—blending human interaction with tech-enabled ease. "We're integrating mobile apps, smarter search, and product recommendations into our online shops," he adds.

## A Greener Supply Chain, One Step at a Time

TehnoMag doesn't shy away from the sustainability conversation either. With an expansive brand portfolio and varied logistics chains, coordination is everything. "Sustainability is a challenge—but also a responsibility," says Marošević. "We reduce packaging waste, promote energy-efficient products, and prioritise brands with eco-friendly practices."

Their centralised distribution strategy reduces emissions from unnecessary transport, while internal efficiencies help keep their footprint in check. "It's not just about products," he adds. "It's the entire chain—from sourcing to delivery."

## The Personal Touch in a Competitive Market

Retail is a tough game. But for TehnoMag, it's not just about price—it's about people. "We try to understand what each customer needs," Marošević explains. "That could be expert advice, flexible payment options, or simply a product they can't find elsewhere."

Strong wholesale partnerships allow them to offer a broad, up-to-date product mix. But it's their commitment to after-sales care and individual attention that really sets them apart. "We try to understand each customer's needs and provide the right solutions," he says. "It's never just about making a sale."

## Looking Ahead: AI, Marketplaces, and More

So what's next for TehnoMag? In a word: integration. "We're exploring opportunities in EU marketplaces, expanding e-commerce, and optimising logistics," says Marošević. On the product side, the company is watching AI closely—particularly in home appliances.

"Smart devices that anticipate user needs are no longer science fiction," he explains. "We want Elit to be part of that evolution—and make it accessible, not premium."

As TehnoMag gears up for its next chapter, it's clear that agility, trust, and customer focus will remain at the heart of its strategy. Whether they're breaking new ground in smart devices or deepening relationships with global brands, the team's approach is refreshingly grounded. For Marošević and his colleagues, staying one step ahead isn't about chasing trends—it's about responding to real needs, with solutions that make sense. And if the last two decades are anything to go by, they're just getting started.



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