Services catalogue
software development / ads / web design

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Company’s mission and its founder

As a company consisting mainly of the disabled, including the founder himself, we promote the image of the disabled as people able to being competitive on the open market and we take up the most difficult challenges.

We’re from Poland – a land of clear code within a reasonable budget. You’ll find it convenient that we work in your time zone, but at very competitive prices.

Other agencies offer you a product. We offer you the product and something extra – a CSR certificate.

90% of our co-workers are people with disabilities. We aim to prove that we’re able to perform as well as other agencies.

We work with talented individuals who are experts in their field. We combine a modern design and a transparent UX with an optimised code.

Our founder, Adrian Furman, is a man of success, who proves that impossible is nothing. In business, in politics, in publications.

Adrian Furman – a visionary from whom everything has started

The chairman and founder of the brand Grupa AF and a company in the United States – Poland IT-LAB. Called Stephen Hawking of business. A successful man who is characterized by unconventional approach towards business and his disability.

His constant readiness to build a positive image of the disabled has started the idea of creating the brand Grupa AF and naturally became the mission of the company. As he said himself, the disabled start in unfavourable conditions, but they do not belong to a “different category” – they work just as hard as others and are able to compete on the open labour market.

Faith in success and hard work has led to fast development and recognition of the Grupa AF and Adrian Furman is commonly regarded as a leader of society who actively participate in different events and business events.

In 2018 Adrian Furman and Grupa AF became the signers of the governmental program Dostępność Plus addressed towards the elderly and the disabled.
Software development

We deliver complex services carried out by our highly qualified Polish IT Specialists. Our partnership can have a permanent character or it can be focused on one project. We create and launch advanced e-commerce platforms, Content Management Systems (CMS), Customer Relationship Management (CRM) systems, as well as mobile and web applications. We are able to manage complex projects that require a lot of time and commitment, always giving due attention to testing servers and analysing how the character of the client's business influences the project. Thanks to that we deliver personalised solutions which fulfil the IT needs of each client.

Range of services:

▲ e-commerce
▲ product catalogues
▲ apps
▲ intranet/CRM
▲ social media pages
▲ customized projects

The website and an app is the first place to contact the client. The impression that your brand makes may decide on the finalisation of the purchase process, gaining or losing a client or starting a business cooperation. Knowing that first impression can be made only once, it is necessary to optimise the functionality in order to create a legible and modern place in the internet.

Do not let yourself be left behind! Invest in modern websites and IT systems!
WHY IS IT WORTH IT?

▲ Adjusting IT solutions to the users’ individual needs.
▲ Time saving thanks to automation and simplifying many fields of company’s activity.
▲ Cost reduction thanks to improving efficiency and intensification of performance.
▲ Improving communication with the clients and/or business partners, enhancing the service quality.
▲ Positive influence on image, improving credibility and trust for the brand.
▲ Increasing profits thanks to raising competitiveness and improving the communication channels.
Ad design

We offer professional graphic services connected to the company’s activity on the Internet and an outdoor advertising. We understand that creating an image is a process of reflecting everything that decides on the identity and uniqueness of the brand. Our projects are coherent with the visual identification, which helps build the brand recognition.

Range of services:

▲ visual identification
▲ brand book
▲ logo
▲ business cards
▲ leaflets
▲ posters
▲ banners
▲ roll-ups
▲ paper and company gadgets
▲ online advertisement creation

A direction of Visual Communications does not only express the brand’s personality, but is also a thread connecting the recipients all over the world. Words and emotions can be translated into the language of images that are universal, easier to understand and sometimes even more engaging than other forms of communication.

A picture can express more than a 1000 words! Especially when time and recognition are the most important!
WHY IS IT WORTH IT?

▲ Simplification of identification and enhancing the brand recognition on the market.

▲ Supporting the sales process connected to the influence of visual attractiveness on making the purchase decisions.

▲ Adjusting graphical materials to the current trends and expectations of the target group.

▲ A positive influence on image and building the credibility in the eyes of clients through a coherent visual identification.
Website design

We design, complete, and launch websites based on various Content Management Systems. Our experience gained through management of numerous projects lets us choose appropriate solutions according to individual needs of each client. Our designs are user friendly, easy to edit, and compatible with UX and UI standards.

Range of services:

- corporate websites
- branding websites
- e-commerce platforms
- landing page
- blogs
- customized projects

A decision on staying on a website is made in a matter of seconds, so it is incredibly important to design its image properly. Each detail is important – colours, fonts and pictures, contents and placing different elements. Use the projects that will be not only functional, but will also maintain the recipient’s attention and show who you really are.

A website is a first contact point with a client. Stand out and don’t let yourself be lost in the crowd!
WHY IS IT WORTH IT?

▲ Projects adjusted to individual needs, coherent with the visual identification of the brand.
▲ Supporting the purchase process and proper adjustment of visual elements.
▲ Adjusting the project to the current trends and users’ expectations.
▲ Possibility of implementing modern solutions of the software development.
▲ Positive influence on the image, increasing credibility and trust for the brand.
▲ Better communication with the recipients through a visualization of the quality and identity of the brand.
Our brand

Grupa AF and its daughter company, Poland. IT-Lab, have been marked with uniqueness from the very beginning. This uniqueness is personified in the figure of our CEO, Adrian Furman, himself. As a person who was born disabled, he did not choose a passive way of living. Quite on the contrary, he has always been involved in actions aiming to improve the image of people with disabilities in the society. In 2012, he became the ombudsman of the disabled in his local government. To this day he is considered a leader of the local community.

His constant willingness to build a positive image of people with disabilities resulted in the creation of his company, Grupa AF, specialising in IT and serving to let the disabled feel accomplished in the open market. What once was only an ambitious dream has turned into a great success. Since 2015, Grupa AF has grown into a fast-developing company which made its name in the industry. It employs over 30 people whose work proves every day that the disabled do not have to be put in a different category. They can perform as well as the others, or sometimes they can be even better thanks to their sensitivity, commitment, and attention to detail.

Adrian Furman’s life aspiration naturally became the mission of his company as well. He says that the disabled start in a disadvantaged position but when they achieve something, it significantly contributes to the positive image with which a disabled person should be associated by the society. His company has developed its original program for contractors “Business Without Barriers” which rewards them with a Corporate Social Responsibility (CSR) certificate. It is another important step in breaking stereotypes and promoting the perception of people with disabilities as professionals.

The position of the brand on the market

7 years of experience in the industry (on the market since 2011) let us develop efficient methods of action and gain a group of trusted clients. At this moment Grupa AF is employing more than 30 different specialists and is proud of big projects implemented both for the Polish and international brands. We have cooperated with e.g.: KFC, Intelli Messaging, Moya Design.

Business Without Barriers

It is our original program that is a part of the concept of social business responsibility. The aim of the program is to break stereotypes and show the disabled as reliable employers and equal business partners. The companies starting a cooperation with us get a CSR certificate that does not only build a non-material value of the company.

They trusted us
Experts

Aleksander Pietrzak
Expert in software development and e-image
A practician of business Communications, a PR master, Co-Founder of Grupa AF sp. z o. o. For 7 years he has been a consultant on matters concerning the brand image, enhancing the tools of communication with the clients and IT tools. The author of the publication “Communication of universities in new media”; in the past he was an independent consultant in the field of new media. Today he is the Creative Director in Grupa AF. A passionate of new technologies and software development.

Łukasz Obwiosło
Expert in graphics, dtp and motion design
A graphic designer with experience in UX and UI. He specializes in creating visual identification, DTP projects and motion design as well as in website designing. For many years he has conducted e-image audits helping the brands determine fields in need of optimization and enabling them to create a coherent visual communication. A passionate of creation evoking emotions and attracting the recipient towards the product.

Monika Banaś
Expert in social media
A social media manager and an author of articles on e-marketing, especially on social media of marketing, saleselling and content marketing. She specializes in building a marketing strategy and Facebook Ads. Every day she advises companies on how to reach the consumers, increase the trust for a brand and maximize the benefits of using social media.
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