



Case Study

Woodland Houses

Samsung and Woodland Houses develop eco-friendly smart homes managed via SmartThings

Overview

Woodland Houses represent a harmonious blend of nature and cutting-edge technology. The interiors are thoughtfully designed with Samsung's new line of smart appliances, ensuring comfort and convenience. Built with natural materials, the homes reflect the beauty of their surroundings while maintaining a modern aesthetic enhanced by SmartThings-powered home automation.

"Our homes feature Samsung SmartThings, which ensures highest data protection through Knox security technology."

- Bartosz Kuźma, CEO, BJK Holding

Customer Needs

Living in harmony with nature no longer requires compromising modern convenience – 60% of Polish consumers¹ desire unified control of home appliances through a single app.

Samsung's integrated ecosystem elevates this vision by connecting Bespoke AI home appliances, WindFree™ air conditioners, heat pumps, and 75-inch The Frame LS03D Art Mode TVs into a seamless SmartThings platform. The development showcases innovative functionalities including:

- Integrated control of devices and room sensors
- Real-time monitoring of energy consumption
- AI Energy mode optimization

This synergy of sustainability and smart technology sets a new benchmark for future-focused residence.

About BJK Holding

BJK Holding, a 100% Polish capital group with 20 years of market experience, specializing in premium real estate projects. The group operates across various real estate sectors, delivering boutique residential properties, commercial spaces, office leasing solutions, and high-end interior finishing services. Their portfolio stands out through distinctive architectural designs and cutting-edge technological implementations. The collaboration for Woodland Houses near Warsaw highlights their expertise in exceptional living spaces.

More information available at : <https://woodland.waw.pl/>



1. IQS Group's quantitative research on 'Smart Home Appliances' for Samsung Poland in June 2023. The study involved an online survey of 1,027 Polish men and women aged 18+

Solution

Why Samsung?

BJK Holding selected Samsung based on brand trust, cutting-edge smart home technology, and comprehensive on-site support from Sales and R&D teams.

Strong and Reliable Brand

BJK Holding is well known for meeting the highest standards in architecture and design. CEO Bartosz Kuźma pursued a partnership with Samsung because its solutions mirrored his own values and business approach: smart home technology, energy efficiency, well-designed high-quality products, and scalable solutions.

"Today, customers are more aware and expect devices from proven brands. We go further by also offering integration of these devices and an advanced management system."

SmartThings Application as a Home Management System

BJK Holding considered implementing smart home technology to be crucial from the start of the project. During the early stages of negotiations, the introduction of the SmartThings app, which integrates both Samsung and third-party devices, became a key turning point. The client not only transitioned from using multiple systems to a single management platform but also followed Samsung's expert recommendations to change the supplier for smart home devices and energy storage systems (SMA Solar).

This comprehensive approach delivers three key SmartThings benefits: convenience through time savings and a unified interface for connected devices, enhanced safety/security via remote property monitoring for intrusion and smoke detection, and cost reduction achieved through AI-driven energy optimization and system efficiency.

On-site Support of Sales and R&D Teams

The expert advisory and problem-solving approach demonstrated Samsung's true technology leadership, convincing the client. Samsung experts were available throughout the process – from product recommendations to smart home integration – to address needs and resolve pain points, building trust and strengthening business relations. This same approach was extended to end customers (homeowners), directing them to Samsung showrooms for special offers and concierge services.

"To create something truly unique, I needed a partner who could both understand and execute my vision. Thanks to Samsung technologies, our estate is becoming a place where modernity works in harmony with responsibility."

- Bartosz Kuźma, CEO, BJK Holding



Result

The collaboration between Samsung and BJK Holding exemplifies a strategic partnership that extends beyond a conventional supplier-customer relationship. By implementing advanced, integrated smart home solutions at the Woodland Houses development, the renowned developer has not only addressed the rising expectations of environmentally conscious buyers but also established a distinct competitive edge in the premium real estate market.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For more information about Samsung Display Solutions, please visit www.samsung.com/business
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