

Presentation and product mix of the ReproKolinska d.o.o. company

INTRODUCTION

ReproKolinska d.o.o. with its registered office in Ljubljana is a company (<http://www.reprokolinska.si/domov>) specialised in the production of raw materials for baking industry (additives, mixtures and concentrates for the preparation of different types of bread and pastry) and partially for confectionery industry. The company continues a long and rich tradition in producing raw materials for the pastry and bread industry in Slovenia. Ever since the company was established, the sale of raw materials for industry and bakeries has been focused mostly on the markets of former Yugoslav states. Today, the company still operates in Croatia, Serbia, Macedonia, and to a smaller extent also in Bosnia and Herzegovina. The company also plans to expand its business to the neighbouring countries, in particular Italy, Hungary and Austria.

ACTIVITY AND PRODUCT CATEGORIES

The company produces and sells products for baking industry, in particular in the field of bread and pastry. With our products we mostly supply the Slovenian industry (approx. 80%) and are also present in the markets of Croatia, Bosnia and Herzegovina, Macedonia and Serbia. Finished products are divided in two basic categories in terms of their type and purpose of use:

- Raw materials – additives and flavour enhancers for bread and pastry industry;
- Raw materials – mixtures (100%) or concentrates (30%–60%) for baking and confectionery industry.

Raw materials – additives and flavour enhancers for bread and pastry industry are used for a greater stability of dough during the technological process of bread and pastry production, increase volume, improve the structure and colour of crumb and crust, and extend the freshness. Basic active ingredients of flavour enhancers are mostly emulsifiers and enzymes. Flavour enhancers may also include ascorbic acid, soy flour, gluten and different types of sugar. Also milk powder, lactic acid, sourdough and additives for freshness may be added to this category of products.

Raw materials for baking industry comprise mixtures (100%) or concentrates (30%–60%) which include all ingredients to prepare bread dough or different kinds of pastry. A specific quantity of flours (optional), water and yeast is added during the production process. A special, new line of products for bread and pastry preparation without any additives (i.e. without E numbers) is called VITA VIVIDA. These products are our contribution to increase the use of products for healthier diets. The company's product mix comprises the products made of basically all kinds of flour (wheat, corn, buckwheat, rye, millet, oat) and seeds (linseed, sunflower seeds, pumpkin seeds, sesame seeds etc.) as well as flours which have re-entered the market (kamut, quinoa, spelt etc.).

Raw materials for confectionery include mixtures and concentrates for producing doughnuts, sponge cakes, pinzas, cream cakes and characteristic confectionery raw materials (vanilla sugar and baking powder).

QUALITY, BUYERS, SUPPORT AND REFERENCES

Quality

The ReproKolinska d.o.o. company ensures a high level of quality and complete traceability of its products. The quality is constantly examined in its laboratory, demonstration bakery and with the assistance of external certified institutions (e.g. National Institute of Public Health (NIJZ) for microbiological and other specific tests). All products are equipped with technological and other documentation as per the EU regulations.

Buyers

ReproKolinska d.o.o. sells its products to bakeries (large, small and micro bakeries) which offer their products in their own shops or sell them to large dealers or retail chains. According to the organisation, location and quantity, we can organise the preparation and delivery of different products through a third baking company to provide the supply to retail chains without their own bakery.

Support

ReproKolinska d.o.o. offers to all its clients an adequate technological and technical support during the preparation, introduction and production phase as well as the assistance and advice related to recipes. The company provides on-line technological and technical support and also assists buyer at their premises using their equipment, including the demonstration of baking process. In particular, this is important in launching new products. The size and organisation structure of the ReproKolinska d.o.o. company ensures a high level of flexibility and, due to its own production, very short response times.

Development

The company follows technological trends in the field of baking and confectionery industry. It has its own development department and can therefore by itself or in cooperation with buyers develop special and specific products, including the exclusive line.

References

The ReproKolinska d.o.o. company supplies its products to independent bakeries and bakeries of retail chains in Slovenia (e.g. Mercator, Pekarna Grosuplje d.o.o. (now DON-DON), SPAR Slovenija, Mlinotest d.d., Mlinopek d.d., Pekarna Hlebček d.o.o., Pekarna Brumat, etc.). In Croatia and Serbia, the ReproKolinska d.o.o. company supplies its products through authorised companies and cooperative societies.

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