

TUZLANSKA SO



Market

As one of the very few autochthonous BiH products with centuries-old tradition and impressive level of quality, for many years the Tuzla Salt brand (Tuzlanska so) has maintained a stable and high market presence in BiH, but also at the markets of numerous European countries and the USA.

Tuzla Salt is segmented on the market according to the groups of consumption needs. Therefore, it is differentiated into three categories: a) salt for human use; b) salt for industrial use; c) salt for cattle feed.

The excellent quality of Tuzla Salt ensures its leading position at the regional market, and even wider, regardless of specific needs group.

Acknowledging the fundamental marketing principles, as a company with market orientation towards the final consumer and owing to its high-quality brand Tuzla Salt, the salt works factory Solana is successfully developing several other local salt-based brands. Universal DO-DO condiment assumes an important place in the group of products for human use, as well as specialised DO-DO spices for preparation of certain types of food (for example chicken, fish etc.).

Also notably recognised and affirmed is the Diet Salt brand, primarily intended for persons with high blood pressure and heart diseases, children and pregnant women, then the Salt with Herb Spices as an additive preserving the original food flavour with a mild accentuation of herbal scents (depending on the type of this salt used), and recently 8 types of ready-made Cream Soups were launched, prepared according to the traditional, centuries-long Bosnian recipes.

Furthermore, industrial requirements have profiled a group of products equally important to Solana with respect to quality. Specifically, in the category of salt for industrial use, Solana launched its Nitrite Salt for the meat industry, Tablet Salt for water softening, and Industrial Non-Iodised Salt for leather and other industries.

Given the fact that Solana d.d. Tuzla places two thirds of its production at international markets, it is ranked among the most important export-oriented BiH companies.

Achievements

Tuzla Salt, a brand of exceptional quality, is a recipient of numerous international and local awards.

For its quality, Tuzla Salt has won gold medals on the internationally recognised fair in Novi Sad from 2004 to 2007.

Nitrite Salt received the gold medal in the quality category in the same years.

In addition to Tuzla Salt, in 2007 other salt-based products received numerous awards and gold medals for their excellent quality (universal and special-purpose DO-DO condiments, Salt with Herb Spices etc.).

Solana takes special pride in the unique recognition – "champion of quality", awarded to its product Diet Salt by this fair in 2007.

In addition to these prestigious awards, Tuzla Salt and other salt-based products also accomplished impressive results on local fairs (ZEPS, Gradačac Fair etc.).

In 2003, Solana successfully



implemented the necessary changes, thus fulfilling all the requirements for obtaining ISO 9001:2000 standards. This certificate was awarded by certification agency BH Cert (from BiH) and DQS (from Germany).

Since Solana is reputed as a company that constantly observes and maintains quality of the production processes and its operations, in 2008 it successfully completed its ISO 9001:2000 re-certification.

Acknowledging the Tuzla Salt brand and classifying it among the important market leaders, on 30 May 2008 the General Convention of the EU Salt Association admitted Solana d.d. Tuzla as an associate member. The association comprises 21 members, eminent European salt manufacturers, and it is seated in Brussels.

In 2008, the independent expert board of Superbrands awarded to Tuzla Salt the Superbrands status for 2008, on the basis of its identifiability through quality and tradition.

By winning the Superbrands status for 2009, Tuzla Salt reaffirmed its place among the strongest BiH brands.



History

The history of Tuzla Salt is linked with the town of Tuzla. Namely, large deposits of salt were left after disappearance of the Pannonian Sea more than ten million years ago. For that reason, throughout history the town's name has always been associated with salt: Castron de Salenes – city of salt works (Greek), Salenes (Greek), Ad Salinas (Latin), Soli (South-Slavic), to its present name Tuzla (which means salt works in Turkish). That is why Tuzla citizens proudly say that Tuzla is "a town on a grain of salt."

Organised salt exploitation



began at the time of the Ottoman rule, approximately around 1476.

However, "Solana" under the name of Franz Jozef Saline was founded in 1885 at the time of the Austro-Hungarian monarchy, when industrial production of table salt first began by evaporating natural brine in shallow pans, at the locality of Simin Han (in the periphery of Tuzla).

Trial production started on 12 February 1885, and regular production was launched on 25 March 1885. The then production capacity amounted to 1858 tonnes annually. In 1890, with the installation of six new manufacturing vats, Solana increased its capacity to 5000 tonnes annually. Natural, ecologically clean brine was used, and it was extracted from a depth of 400 meters.

In 1891 the Austro-Hungarian government decided to build another industrial salt works at a new location, where it is situated today (two kilometres outside of Tuzla).

In 1966 a decision was made to design and construct a new, modern salt works. Thus, negotiations began in 1967, and an agreement was reached in 1968 to procure highly sophisticated manufacturing equipment from a reputable Swiss company Echer Wyss. The projected capacity was 185,000 tonnes annually. Installation of this equipment, from technical and technological standpoint, guaranteed reliable production with high quality of salt.

By 1990, Solana achieved production level of over 200,000 tonnes annually.

During the 1990s, due to the events in BiH, Solana was forced to stop and conserve most of its production facilities. This slowed down its technological development.

At the start of 2000, following the step-by-step principle Solana started re-conquering the new market and technological trends.

Product

The "Tuzla Salt" brand is protected through the competent institutions for standardisation and measurements.

Tuzla Salt is a product that fully observes medical standards for the intake of sodium, chlorine, iodine as well as other minerals and important substances for adequate and healthy development of the human organism. Rich tradition and know-how in the production of salt together with contemporary technology result in a product of supreme quality, which became a synonym for a healthy diet.

Most popular among consumers in households is the Tuzla Salt in its 1 kg box. The design of this packaging is characteristic for its blue-and-white cardboard box with its trademark hexagon, containing the following words: "evaporated iodised table salt". Below the hexagon is the Solana's trademark, visually representing the tradition of salt production dating back to 1885, and showing the initial methods of production of table salt in shallow pans.

Below the Solana trademark is an illustration of a child's smile, a product of a recent joint campaign by Solana and UNICEF, with a recommendation by UNICEF according to which the iodised Tuzla Salt is an important factor in your health, as demonstrated in the joint slogan "SEASON IT HEALTHILY".

Since 2008, an integral part of the visual identity of Tuzla Salt packaging is the trademark Superbrands 2008.

In addition to this packaging, Tuzla Salt is available at the market in 100, 250 and 500 grams packaging, in kombi dozes (round cardboard packaging), and PE (polyethylene) packaging in sizes 5, 10, 25 and 50 kg.

Since Tuzla Salt is a recognised brand, not only at the local but at international markets as well, it was frequently a subject of plagiarism, appearing in PE packaging. In an effort to protect consumers, which has been Solana's main direction and focus, since 2009 the packaging is produced with a unique design, such as the 1 kg packaging of Tuzla Salt with all the protective trademark elements.

Recent Developments

In early 2003, Solana installed a modern line for salt packaging in PE containers, for its 10, 25 and 50 kg assortments. The equipment was purchased from Haver-Becker company (Germany).

Aiming to achieve the best possible level of technical and technological equipment and increase its production capacities, in 2007 Solana management decided to procure circulation pumps from a reputable German manufacturer: The production capacity was thus increased to 150,000 tonnes annually. Furthermore, from the production and technological aspect, installation of these pumps also enables increasing the granulometric composition, i.e. size of salt grains. The justifiability of such a large financial investment, primarily, is the fulfilment of market demands and achieving more cost-



effective and profitable production. All this ensures better price flexibility for Solana as well as greater competitiveness at the global market.

Furthermore, a new automated packing machine was purchased in 2007, for packaging 5 kg Tuzla Salt into PE containers. A new machine for non-iodised Tuzla Salt tablets was purchased in the same year, ensuring greater production capacities.

Owing to the selflessness, high level of education and experience of its staff, in 2007 Solana broadened its production assortment to include new salt-based products: Diet Salt, DO-DO condiments (for fish, chicken, barbecue and seasoning), Mixed Vegetables, Salt with Herb Spices (with garlic, onion, tomato and seven types of herbs), Cream Soups (beans, "tarhana", nettle, tomato, pasta, vegetables) etc.

Therefore, we may conclude that Solana experienced a technical and technological expansion in 2007.

In addition to all these efforts, in 2009 Solana installed an automated packing machine for packaging Tuzla Salt into big bags. This year Solana will sign an important contract on sale of salt to one of the leading companies for production of cattle feed, Sano. Solana's expert team is designing a plant for loading salt into cisterns. With these two plants, for loading and packaging salt, Solana is one of the very few companies in this domain worldwide that is able to meet all market needs and requirements.

The result of all these efforts is the fact that Tuzla Salt today enjoys a very high level of brand awareness among consumers at all markets where it is present.

Promotion

Promotional activities of Solana d.d. Tuzla for Tuzla Salt, but for other salt-based products as well, are segmented into two levels.

The first level of promotion is the standard promotion for market and commercial purposes – via electronic and print media. Other forms of promotional mix are also used: in/outdoor promotion, advertising via billboards and city light boards, POS activities etc.

However, due to specific features of Tuzla Salt as a product of importance for human health (physiological and other health needs), Solana has a permanent obligation, as part of its concern for consumers, to prepare marketing-educational promotions, which generally go beyond the standard commercial framework.

One of such campaigns was implemented in cooperation with UNICEF, under the slogan "How to prevent iodine deficiency in the human body?", highlighting the fact that Tuzla Salt, as a high-quality product, is the best and safest way to supply the body with sufficient quantity of iodine.

Brand Values

The crucial value of Tuzla Salt as a brand, in addition to its excellent quality, has manifested itself for longer than a century through care for human health, based on human needs. For that reason it became an unavoidable part of daily diet for millions of people.

Taking into account all the development demands and needs of human organism, a product was created to help children grow up carefree, by ensuring sufficient quantities of iodine in their diets, thereby preventing goitre and growth and development problems.

Furthermore, Tuzla Salt has proven its "healthy" features especially for pregnant women because it ensures, as part of regular diet, the optimal intake of sodium, iodine and other important elements, which are essential for development of infants during pregnancy and for the health of pregnant women. Many medical researches indicate that a deficiency of these elements in the body causes serious brain damage, speech and hearing impairments among children, and it also increases the possibility of a miscarriage or unwanted consequences.

Persons of middle or more mature age also have to consume sufficient quantities of iodine and other ingredients from salt, because deficiencies may cause thyroid gland dysfunction and problems with goitre.

www.solana.ba

THINGS YOU DIDN'T KNOW ABOUT...

Tuzlanska so

- In the past, due to the abundant deposits of salt, the town of Tuzla and the surrounding areas always bore names associated with salt: Castron de Salenes – city of salt works (Greek), Salenes (Greek), Ad Salinas (Latin), Soli (South-Slavic), to its present name Tuzla (which means salt works in Turkish).
- Tuzla Salt is one of the very few autochthonous BiH products with centuries-old tradition.
- According to UNICEF recommendation, the best way to supply the human body with sufficient quantities of iodine is to consume Tuzla Salt as part of regular diet.
- The famous complex of salt-water lakes Panonika in Tuzla and their healing properties descend, in fact, from salt wells used in the past to extract salt water as the main substance for today's products of Solana d.d. Tuzla.

