



Market

SMS is the leader in the production of natural, Mediterranean delicacies both on the Croatian market as well as in the entire region (Slovenia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia), where it has been present since 1996. Markets such as the USA, Canada, Czech Republic, Slovakia, Poland, Austria, Germany, Great Britain, the Netherlands and Denmark, are to be mentioned, where SMS has been present since 1996. In 2006, SMS made 40% of its total turnover on the foreign markets, and 60% of its turnover on the Croatian one. The main SMS objectives until 2013 are 1,000 new employees, reaching a 120-140 million turnover from which 60-70% on foreign markets, a 5-7 million profit and 25% higher salaries than the ones in the sector at national level.

Achievements

SMS is famous for its innovation, creativity and originality. The SMS brand represents a union of tradition and modernisation; tradition in the use of raw materials and Mediterranean cultures that surround us, and modern in the sense of innovation in creating products from natural raw materials, as well as SMS products packaging. It is a unique, triangle-shaped, protected and highly awarded packaging.

With the creation of a universal olive oil bottle, SMS created a strong and established brand from this well-known Mediterranean product. The bottle has an original triangle shape and is made of dark green coloured glass with a 3D ergonomic finger ridge which, besides from having the semblance of olive, it is also a place to put your thumb in, bearing in mind that every oil bottle is slippery and that certain safety measures for holding it should exist. SMS olive oil bottle won at the end of 2005 the prestigious international award for industrial design, G MARK, in Tokyo, while the SMS olive oil bottle won the CRO PAK award. SMS dried fig and orange jam was declared the best product in the jam and fruit spreads category in 2004 at the Fancy Food Show in New York. This product won from among 3,500 products and 1,500 producers from all the world.

In 2006, SMS dried fig jam won the award for best fig product at the Independent panel test organised by San Francisco Chronicle.



Due to its innovation and resourcefulness in the creation of completely natural delicious Mediterranean products, SMS products, besides from their daily consumption, represent an authentic Croatian gastronomic souvenir.

History

SMS was founded in 1989, when Srđan Mladinić, current owner and the company's director, decided to leave the security of the uncreative job he had and express his vision, creative energy and possibility of influencing business changes in his own company where he decided to renew traditional Dalmatian cultures in a modern way. He enriched the standardised offer on the market with new, original ideas represented by the natural Mediterranean delicacies. The first original SMS brand was created in 1991 - sardine and anchovy paste, and was very soon accepted by the consumers. Soon, other products were introduced, and SMS became famous on the Croatian market, and later on foreign markets. The characteristic of all SMS products is courage in the creation of innovative products using recipes of the traditional Mediterranean culture, as well as the unique triangle packaging due to which SMS products can easily be distinguished from other products in stores.

SMS started its development in a small office in Split. Today, SMS is a respectable company which owns a factory equipped in line with the most modern food technologies requirements, representative offices in biggest Croatian cities, representative office in Bosnia and Herzegovina and has respectable business partners worldwide. In order to fully control its products, from seedlings to finished product, SMS builds its own greenhouses and has olive and fig plantations.

Product

At the very beginning, SMS was famous for its salted fish products. In 2006, after 16 years of uninterrupted production, SMS stopped producing salted fish products and turned to the creation of

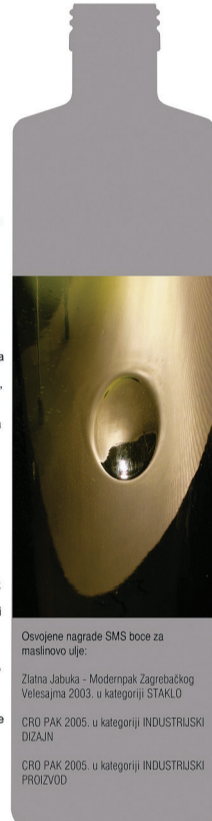


boca za ulje maslinovo

Ključna naša mediteranska plodarica je MASLINA. Da, o MASLINI bi se toga puno moglo reći, ali ja ću je samo pisati velikim slovima. Premalo znam o njoj! Njen plod i njegove preradevine su također za mene teška i slojevita tema. Ja sam samo dizajner...zelene su talijanske, a crne grčke? Najtraženiji proizvod od ove prastare biljne kulture je UJE (ulje MASLINOVO).

Kako dizajnirati bocu, etiketu, jumbo plakat, spot ??? Gdje "pronaći" inspiraciju...u mitologiji...starom zavjetu...samoj prirodi...ljudskom (svom) neznanju...

Kad je Sveti Petar krstio ribu, morao je zasukati nogavice do koljena i pustiti da mu riba pliva kroz noge. Kako je koja riba prošla dobila je svoje IME. Kada je na red došla jedna posebna, Petar se zbuni, dohvati je rukom, izvadi iz vode i reče: "Ti ćeš se zvati kao JA!". Vrlo cijenjena gastronomika poslastica "šampjer" ima na lijevom boku veliku crnu mrlju od Petrovog palca, a na desnom četiri linije od ostalih prstiju Petrove ruke. Tako je "šampjer" prepoznatljiv među ribama kao pas Dalmatiner među kopnenim bestijama, dok su plodovi MASLINE ujedinstvenog pravilnog oblika zelene ili crne boje i "šta ćemo sad"? Možda nam STORY BOARD Svetog Petra može pomoći. Boca za ulje MASLINOVO je "skitska", treba ju stisnuti u šaku i dobit ćemo jedinstven i originalan trobrični oblik (sličnim izdvoju od okruglog ili kvadratnog presjeka standardnih boca), i još ako joj utisnemo palac, kao Sveti Petar "šampjeru" dizajn priča je gotova. Elipsasti konkavni 3D utisak na boči neodoljivo podsjeća na MASLINOV plod, pa ga na etiketi ne treba posebno prikazivati. Ova udubina je i uporišna točka za dohvata boce jer u nju izvrsno sjeda naš palac bez razlike za desnoruke ili lijevoruke korisnike. Etiketa prikazuje nevidljivu tekućinu MASLINOVOG ulja. Dizajn prirodnih proizvoda je "esemes" poruka iz prirode, ako želimo proizvediti prirodne proizvode slijedimo to i u rješenjima ambalaze i prezentacije u medijima.



Osvajene nagrade SMS boce za maslinovo ulje:

Zlatna Jabuka - Moderna Zagrebačkog Velesajma 2003. u kategoriji STAKLO

CRO PAK 2005. u kategoriji INDUSTRIJSKI DIZAJN

CRO PAK 2005. u kategoriji INDUSTRIJSKI PROIZVOD

fruit and vegetables products, bearing in mind food requirements for the future.

No SMS product contains preservatives. SMS products are completely natural Mediterranean delicacies and as such represent a true message from nature. Traditional Mediterranean cultures that can be found in Dalmatia, where the company has its origins, are used as basic and raw materials, treated minimally in order to maintain their natural benefits.

Besides from olive oil and olive products (olives with different tasty stuffings, black and green olive paste) for which, together with salted fish products SMS became famous, SMS is also well-known for its jam product line, special for it jams are made from dried fruit. Compared to fresh fruit, dried fruit provides a special rich fruit flavour to finished product. SMS jams are special because they are made from a minimum of 85% of fruit. The SMS assortment includes also six marinated garlic spreads. Taking into consideration all garlic health benefits, as well as its lack of popularity due to its specific smell and taste, the creative SMS team created a product line which maintains all benefits of garlic, eliminates its unpleasant smell. SMS marinated garlic spreads have a mild and fresh taste and smell and are intended for everyday consumption. Besides from other creative products, SMS succeeded in renewing the most popular Dalmatian gastronomic specialty, the dish that is

prepared only on the most important occasions, SMS Pasticada. Even though it is originally a meat dish, SMS got the original tastes and aromas of pasticada only from fruit and vegetables, offering to everyone not only the natural version of this gastronomical specialty, but also the possibility of its daily consumption.

Recent developments

SMS does not create products with a simple nutritional function, nor products which are only interesting and tasty. SMS always produces food that is necessary for the future; functional food that satisfies the needs of the human body, but is at the same time tasty, innovative and practical, taking into consideration all current and future lifestyles needs.

Promotion

As in its approach towards product creation, SMS in its promotion constantly aspires to the realisation of innovative and creative solutions. The creator of the SMS visual identity is the internationally known Croatian designer Boris Ljubičić.

One of the ways a product is promoted is its appearance, distinctive from other products. How was the SMS triangle packaging created?

According to a legend, St. Peter baptised fish letting it pass next to him, and as it would pass, each fish was given a name. When St. Peter saw one different from other fish, he didn't know which name to give the fish, so he decided to give it his name. It is called St. Peter's fish and it has a spot on its left side from St. Peter's thumb and a couple of spots from St. Peter's fingers on its right side. Each olive oil bottle is slippery and one has to catch it strongly in his/her fist in order to hold it. The triangle packaging, as well as its green colour, is the ideal combination for olive oil preservation, due to its reflection of light. SMS added the finger ridge to the bottle, as a symbol of St. Peter's thumbprint which shows the originality, just like St. Peter put his hand on St. Peter's fish. The thumbprint represents at the same time the point of support, preventing the bottle from slipping from the hand.

It is important to underline that no SMS product shows the picture of raw material used in the production or the picture of a finished meal. The guiding principle for the visual identity of each SMS product is the graphic presentation of taste and aroma contained in the product, so each SMS product is a small piece of art. Visual solutions on each product are used afterwards in media promotion.

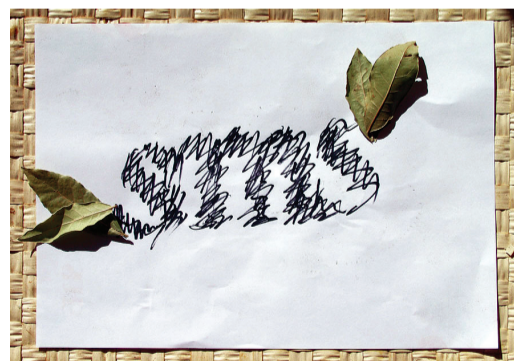


What is important at points of sale is to place products in their natural environment. How can that be achieved on cold, uniform shelves at points of sale? By placing a part of the Mediterranean (SMS display at points of sale in the shape of a small Dalmatian stone house) at points of sale, a product becomes more intimate and more personal, while customers are more relaxed and happy in an environment reminding them of joyful moments by the sea.

Even though the SMS brand was created long before the SMS mobile phone messages, it is logical to communicate with SMS consumers by SMS messages. That is why SMS organises award games using SMS messages. The message later allows face to face communication with consumers.

Just as the SMS message is an important communication tool in interpersonal communication, the SMS product is a true "message from nature". That is why SMS uses this slogan. Regardless of the brand image campaign or the promotion of a new product, the signature is always the same: SMS, a message from nature.

Asides from the classic promotion (print, radio, TV), SMS uses alternative promotion. Its promotion is present in schools, health institutions, public areas (visual identity on buses, beaches, highways, streets, etc.)



Brand values

SMS brand is known for its creativity, innovation and originality. In the sphere of Mediterranean food, SMS extended the borders by creating not only innovative products and unique packaging, but also by making Mediterranean food a world known brand which is recognised by consumers as an essential part of everyday life. SMS stands for safety of products, completely natural ingredients, richness of natural flavours, innovation in creation, uniqueness in appearance, functionality in satisfying nutritional requirements, practicality in use, etc.

www.sms.hr



THINGS YOU DIDN'T KNOW ABOUT...

SMS

- The name SMS was invented as abbreviation for a number of thematic combinations such as: Sun, Sea (More in Croatian), Salt / Anchovy (Srdela in Croatian), Olive (Maslina in Croatian), Fig (Smokva in Croatian) / Srdan, Mladinić, Split... Today it is a well-known brand SMS.
- Famous and highly awarded SMS fig jams are combined with cheese in the USA.
- The SMS olive oil bottle was created in order to become a universal bottle for olive oil preservation.
- The SMS olive oil bottle won the prestigious international G-MARK award for product design.
- The SMS dried fig jam won the best fig product award at the Independent panel test organised by San Francisco Chronicle.