




dar pčela i prirode 

It is the bees' job to make honey, while it is the beekeepers' and honey industry's job to maintain its original and natural quality.

### Market

PIP is an innovative and socially responsible association for beekeeping, the leading in Croatia and Bosnia and Herzegovina and it does business under the slogan "Everything for beekeeping – everything for bees". The company operates in beekeeping education, production and distribution of raw materials for beekeeping, the purchase of bee products, the production of retail and catering honey, honey with supplements, beverages based on honey, and apitherapy products. Constant growth and development, cooperation with the scientific community, new products, a system for quality control, competitive growth and a systematic attention to staff has brought it closer to becoming the regional leader in the industry. Along with its sister companies in Bosnia and Herzegovina and Serbia, it are becoming increasingly more present in the region, and has been present on the EU market for some time now.

### Achievements

PIP was established in 1989 when the founders decided to transform its hobby for beekeeping into a profession. Systemic, continuous growth and development has brought PIP stability and market leadership. The company is the winner of numerous awards of recognition, such as:

- Osijek – National Honey Assessment
  - o twice proclaimed quality champion (1999 and 2001)
  - o 21 golden spoons won
  - o six silver spoons won
- First prize – best honey packaging (2002)
- First prize – best packaging for bee products for health improvement (Apitherapy programme 2002)
- Golden medal for quality – 41st International Zagreb Food Fair, 24.-28. April 2001
- Golden plaque – best company in Zagreb, in the category of small companies; Croatian Chamber of Commerce, Zagreb branch, 2001
- All products have the "Croatian quality" label
- APEXPO 2003 World Fair in Ljubljana, Apitherapy PIP programme took 4<sup>th</sup> place out of 40 countries from around the world
- ARCA 2006 Innovative Company Award, Zagreb
- four Golden medals Sabatina 2006 and 2009, St. Grad and Trogir, Sv. Ambrozije liquors, Medona and Pater



- Recognition as Champion of strong liquor: Drinks, Sabatina 2006, Stari Grad
  - Golden medal Slavica 07, Orahovica
  - Two Golden plaques, 52nd International assessment of alcoholic drinks in Ljubljana 2006 and 2007
  - 14 medals for products' quality, I. Eco World fest in Opatija
- The facilities for honey-product cultivation has a status as a "categorised facility" that is adequate for export as well.

In 2005 PIP introduced the quality system control ISO 9001 and ISO 22000 (HACCP)

### History

Ivan Bračić, the founder of PIP, comes from a family who were beekeepers since 1930 and founded his own company in 1980. He interwove his hobby and love for bees into PIP, which he established at the end of 1989. His first business activities were connected with the sale of raw materials for beekeeping and retail sale in Trnje. In 1993 the company began building facilities for processing of bee products, and in 1995 started operations while receiving the "Number of Authorisation". In the following few years, the company bought and equipped an office as a branch office for retail and distribution in Split, it took over the RI-Medex company in Rijeka, which then became PIP's office for retail and distribution. It also built a facility in Čepin by Osijek for procurement, distribution and retail. In 1999 it launched its apitherapy programme, which turned out to be a



technology milestone in the further development of the company. In 1999 it also bought a 1ha area of land in Blato outside of Zagreb for its new facilities. In 2001 it established its sister company, PIP-BH d.o.o. in V. Kladaša, while in 2003 it built a production depot facility for the production of food for bees and equipment for beekeeping and the distribution of all PIP products. In 2008 it built a new centre for distribution with a retail store in Sarajevo. In 2003 the company launched the production of honey-based liquors. In 2008 the company bought an area of land (2.3 ha) in the business zone of Pisarovina, while in 2009 it conceived its project documentation, received formal approval paid for all contributions and placed the cornerstone for the building of a new modern and functional business and production facility called "The House of Honey". The project is awaiting construction. In 2009 it established its sister company, PIP-Apiland in Sing by Novi Sad in Serbia. At the end of 2009 the company bought a valuable real-estate (with facilities) in Temerin by Novi Sad, intended for the production of beekeeping equipment and tools, but also honey production. In 2009, along with the PIP brand, the company launched a new product called Dalmed, whose sales have started well. In the past 20 years PIP has constantly been growing and developing.

### Product

PIP produces and offers everything concerned with beekeeping: literature, equipment, tools, food and medicine for bees. PIP's offer is well known for its wide range of different kinds of honey and packaging, from jarred honey to honey for catering in small, individual packages. The company is the first in this part of





Europe to introduce small packaging intended for catering businesses. It is the only company in this region that packages honey in "non-spill" PET doses.

In 2009 it created a new brand called The Golden Line of Honey, a line of honey products of premium design: Taste of Dalmatia, Velebit's Gift, Slovenian Flatlands, Forest Honey and Honey with Honeycomb.

It also has honey products with supplement, such as: lemon juice, cranberry juice, sour cherry juice, hazelnut and other supplements. Coffeemed is a new product, the result of many years of work – a honey sweetener for coffee.

Liquors based on honey (Sv. Ambrozije, Medona and Pater-stara medica) the pride of PIP'S production.

Products from its Apitherapy programme (with medicinal qualities) are the crown of patient work and development, which is based on knowledge gained by Croatian scientists and experts in PIP's very own laboratories and production plants. The products are made from propolis, different kinds of tinctures and pastilles, royal jelly tincture and pastilles, honey syrups with medicinal herb extracts; and honey with pollen, propolis and royal honey etc. All products are natural, without added sugars, preservatives or similar additives.

### Recent Developments

In 2008 and 2009, PIP started producing pastille brands: Propolis pastilles with honey and vitamin C for children, banana flavoured; propolis pastilles with honey and vitamin C; eucalyptus flavoured; Royal jelly pastilles with honey and vitamin C; and Royalpip pastilles with royal jelly, propolis, pollen and honey. In 2009 it developed a medicinal cream for hemorrhoid treatment. Also in 2009, it developed a new

methodised process of bee food production for the winter season. In 2010 it awaits its commercial production, which will place it at the very top in world technology, as well as quality. Its Farmakol project is also at the end of its development phase – a series of products with highly selective ingredients of controlled composition of pharmacologically valuable and effective agents.

### Promotion

Long since has PIP applied a marketing approach to its business. The backbone of its marketing activities is based on the development and education of sales staff, the education of sales staff in "extended sales", not to mention educating customers and consumers about its products. It does so by organised communication with focus groups (pharmacists, beekeepers and shopkeepers), expert trade journals (mostly issued by pharmaceutical companies), educational and popular radio and television shows.

PIP often promotes its products, which most often takes place on locations such as pharmacies, stores and catering businesses, in direct contact with existing and potential customers or consumers.

### Brand Values

During the development of PIP, the company has carried out its business policy in accordance with the axiom "You can import honey, but only bees can pollinate and ecologically contribute to the environment", which means that the company's development has also rightfully contributed to the development of beekeeping in Croatia, its size and quality – all of which the company is very proud of. It says it works and will work also through its sister companies in Bosnia and Herzegovina and Serbia.

Its expert team also depends on knowledge from laboratory research outside of PIP, with which it develops and controls the quality of products, especially products from its Apitherapy programme. As

a market leader, PIP is obligated, but also committed, to constant development, systematic quality control, investment in staff and interactive cooperation with buyers and consumers about its products.

PIP products can be found in the most scrupulous points of sale, such as: hospitals, kindergartens, the military, pharmacies, drugstores, "family-owned pharmacies", veterinarian pharmacies, agriculture pharmacies, stores, pharmaceutical and confectioners and so on...

[www.pip.hr](http://www.pip.hr)



### THINGS YOU DIDN'T KNOW ABOUT...

#### PIP

- > Croatia has an enviable array of diversity of plant life, climate and geography – among the best in Europe. Every region has something specific to offer: endemic sorts, rocks and minerals, the sun, the sea, plains, plateaus, mountains... By working with bees, the company has created for you a marvellous assortment of honey from every region: Taste of Dalmatia, Velebit's Gift, Slovenian Flatlands, Forest Honey and Honey with Honeycomb (The Golden Line of Honey).
- > PIP is the leading honey and honey-product company in Croatia and Bosnia and Herzegovina.
- > PIP has received the most rewards of any company in the business.
- > PIP is the first company in this region that started packaging honey in doses for catering.
- > PIP is the only company in the region that holds "pharmaceutical" technology for closing glass jars for honey.
- > PIP is the first in Croatia to produce a non-alcohol solution of propolis.
- > PIP is the only company in the region that produces royal jelly tincture.
- > PIP is the only company in the region that produces propolis and royal jelly pastilles with honey.
- > PIP is a publisher of expert trade literature.
- > In 1997 PIP opened and maintains a display of beehives in Zagreb's Technical Museum.
- > PIP published its very own hymn "Thank the Bees", and created a sculpture "Thank the Bees".
- > PIP is older than the Republic of Croatia.
- > The development of beekeeping in Croatia coincides with the development of PIP.
- > The Croatian periodical, "Hrvatska pčela" is one of the five oldest in the world.

