



Market

Lufra is at the dairy market as a necessity of it to have fresh and healthy products. Since the very beginning has widened the range of assortments manufactured to be more competitive in the market. Later on the company has diversified the range of products by introducing in the market items such as yogurt, milk, sour cream, butter, at the European level with the highest standards.

Achievements

In 2009, pointing on alimentary insurance for the consumer, Lufra managed to gain the certificate for high standards ISO 22000:2005. The company has made further investments in respect of the maintaining of the equipment and upgrading the sanitary conditions by cleaning with CIP system (automatic washing system) and water filtration line (osmosis). In 2010 all technological equipment were replaced completely with totally new equipment reaching the daily production capacity over 20.000 liters/ day, which is 200 times more than the initial capacity of the company 18 years before. The production process was automatized and guarantees a wide range of assortments fulfilling the increasing needs of the consumer and legal standards. This was a revolutionary year regarding production technology and product quality.

History

Lufra begins in 1992 as a simple manufactory improvised in one of the house rooms with limited capacity equipment (up to 1000 liter of milk per day). The technology permitted the production of only one product: brie, in 84 temperatures degree. In 1997, Lufra expands in new premises, leaded by an investment in higher technology and new equipment, such as boilers to produce steam, double-walled bins in different capacities, pasteurisateur, skimmer, cooling equipment, machinery for filling and packaging of milk and yogurt, refrigerated rooms and heating rooms, etc. Over the years, the daily capacity exceeded from 9000 to 12,000 liters per day.

Products

Lufra believes that actions taken today must result in improved quality of life for its clients tomorrow. This commitment has helped the company become Albania's leading company in dairy products, such as yoghurt and many others. Lufra was the first company to raise awareness among consumers of the benefits of probiotic yogurts on the digestive system.

Recent Developments

It was 2013 that made the difference between Lufra and the other companies of dairy products in Albania. Through collaborations with giant companies like "Priamo" of "Della Toffola" group for production and "Tetra Pak" for packaging, Lufra brings for the fourth time in the Balkan region the most hygienic packaging in the world for fresh dairy products, with TetraTop ESL (extended shelf life).



Promotion

Promotion The marketing strategy of Lufra uses all professional and advanced marketing tools and PR strategies in order to keep its clients up-to-date about the latest projects and news. The numerous satisfied customers are the first and most important promoters of the quality of the Lufra products. Popularity of Lufra is recognized by many in search of ideal dairy products for their family.

Brand Value

Brand Values Due to its valuable ingredients, proteins, calcium and vitamins, Lufra's fresh products are suitable for all generations and even the youngest happily enjoy it from their early days. One of the most beneficial, healthy habits a child can adopt is to have breakfast every day. Good breakfast will provide energy for the child's daily activities and provide nutrients necessary for their proper growth and development. Lufra's fresh products are an excellent choice when meeting the needs of the elderly is concerned. We are committed to stay on top in the Albanian market.

THINGS YOU DIDN'T KNOW ABOUT

LUFRA

As guaranteed by our standards any cup of Lufra milk contain not less than 306 mg of Calcium, 8 gr of Proteins, 12 gr Carbohydrates, 366 mg Potassium, 107 mg Sodium, Vitamins A, D, B2, B6, B-12. As for the yogurt, the question is: is it to be drink or eaten?

