

Company Profile
of
Sonnentor shpk



SONNENTOR[®]

Postal Adress: Rr. 'Budi', Nd. 29 (Rogert), Hyr. 3, Zyra 9, Nj.B. 2 Postal Box 2393

Tel: & Fax: +355 44 527 100

Email: office@sonnentor.al

Website: www.sonnentor.al

VAT No: K81903015R

Partners: Johannes Gutmann and Endrit Kullaj

1. Background

a. Company History

Sonnentor shpk was established in July 2008 as an output of a Public – Private Partnership (PPP) Project funded by Austrian Development Agency and Sonnentor Krauterhandels GmbH. A network of farmers and wild collectors was established under this Project who have produced sufficient quantities to be exported. Today, Sonnentor has the largest organic cultivation surface in Albania.



b. What we do

We arrange the cultivation and wild collection of a wide range of raw materials to supply the Austrian partner (Sonnentor GmbH) for the production of organic teas and spices. Moreover, we sell these products in Albania.

2. Strategy & Vision

a. Vision statement

To produce and trade high quality cultivated or wild collected raw material of aromatic plants in Albania.

b. Mission statement

To be a reliable supplier of high quality organic aromatic plants, demonstrating traceability of our work.

c. Values

We at Sonnentor strongly believe that nature holds the best recipes for a beautiful and long life. That's what we work for and what we thrive on. We also believe that organic farming is the only sound and passable way in a time of monoculture and overproduction. We work in highest consideration of the rhythms of nature. Respect and consideration for nature is our highest ambition. Only harmonious cooperation with nature makes a real balance possible. Within our network of suppliers we are distinguished by a high level of commitment, enthusiasm, special service, independence and a sense of responsibility and fairness.



d. Business goals & objectives

Sonnentor aims at becoming a supplier of high quality organic raw materials of aromatic plants by respecting all the environmental and social standards and improving the welfare of many poor families living in remote mountainous areas.



e. Growth strategy

Attentive leadership supports the company in its permanent, healthy and long-term growth. We aim to grow steadily the network of farmers and wild collectors with reliable entrepreneurs who rather than from

premium prices they are motivated to produce high quality products following the organic philosophy.

3. Products & Services

a. Products

Sonnentor shpk has a reputation of a reliable supplier of high quality organic raw material. The main products exported are listed below, and are categorized in flowers, leaves and fruits (Table 1). Sonnentor shpk is also selling teas, spices and other organic food products produced by Sonnentor GmbH in Austria



(http://en.sonnentor.com/en2/our_products/product_lines).

Table 1. List of raw material exported

Centaurea cyanus flowers	Rubus fruticosus leaves
Helianthus annuus petals	Rubus idaeus leaves
Calendula officinalis flowers	Malva sylvestris leaves
Malva sylvestris flowers	Fragaria vesca leaves
Bellis perennis flowers	Taraxacum leaves
Sideritis raeseri/syriaca flowers	Laurus nobilis leaves
Gomphrena globosa flowers	Rosmarinus officinalis leaves
Tilia cordata flowers	Ocimum basilicum leaves
Sambucus nigra flowers	Thymus vulgaris leaves
Lavandula vera flowers	Satureja montana leaves
Juniperus communis fruits	Salvia officinalis leaves
Rosa canina fruits	Verbena triphylla leaves

b. Services

Besides the trade of the products listed above, Sonnentor is offering the services of quality control, sampling and testing of raw materials, advice on cultivating aromatic plants, application of best practices in cultivation and collection of aromatic plants, facilitation of export procedures, etc. for companies exporting to Sonnentor GmbH.

c. Business competitiveness

Although Sonnentor can be categorized as a small exporter considering the volume of trade in raw materials of aromatic plants, it is recognized as a company offering the best quality of raw material, respecting the highest environmental standards as well as fair trade. We have a network of suppliers made up by farmers located mostly in remote mountainous areas. They have received training on best practices of collecting and processing herbs. Besides, we avail a much larger network of families collecting herbs in the wild.

d. Quality policies

Sonnentor shpk, including the network of farmers and wild collectors is certified organic according to the EU Organic Standard. See certificate: <http://albinspekt.com/site/wp->

<content/uploads/2014/01/Sonnetor.pdf>. About 1/7 of total organic cultivated land in Albania is used for Sonnetor products.

4. Management & Ownership

a. Managing Director



Endrit Kullaj (PhD), has a BSc in Crop Production, BSc in Agrarian Economics, MSc in Horticulture and a Dr. in Horticulture. He has received a PhD from the University of Bologna in sustainable development. He has been consultant in many sustainable development project GIZ, DFID, UNDP, ADA, USAID, WB, etc.

b. Managers

Ferdin Liçaj (Eng) – Quality Manager at Sonnetor, is a senior forest engineer with a long experience in training producer groups in best practices for wild collection of medicinal and aromatic plants. He has been working as a consultant for GIZ, WB, ADA, etc.

c. Office and administrative personnel

Elidon Ruka – Finance and Sale Manager, responsible for accounting and sale of teas.



**Thank you for taking the time to read our company profile.
If there are any questions or comments, please feel free to contact us.**