



Glazir

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Glazir is the leading producer and distributor of high quality baking ingredients in Croatia and surrounding European countries. Our product line includes fruit fillings, donut and pastry fillings, marmalades, cocoa-cream products, cake mixes, glazes and other products for the bakery industry. From the very beginning of our operations, our products have been identified as high quality and practical to use in variety of bakery plants. The reason for our success is constant pursuit of excellence, innovation and continuing investment in our manufacturing and production facilities. We built our business on an absolute quality commitment and excellent service designed to meet the customers and consumers needs.

Darko Glad
President



Glazir je vodeća tvrtka u Hrvatskoj i široj regiji u proizvodnji kvalitetnih sirovina za pekarstvo –voćnih fila, ostalih fila, punila, marmelada, kakao-krem proizvoda, smjesa za kolače, glazura i drugih proizvoda namijenjenih pekarskoj industriji. Proizvodi tvrtke Glazir od samih početaka poslovanja prepoznati su kao izuzetno kvalitetni i praktični za primjenu u pekarskoj industriji. Neprestana težnja izvrsnosti, stalne inovacije te ulaganja u proizvodnju i proizvodne pogone glavni su razlozi uspješnosti našeg poslovanja.

Darko Glad
Predsjednik Uprave

What distinguishes our company from competitors is our high quality products and technologically advanced manufacturing processes. Our focus is always on our customers' satisfaction and the consumers who will daily enjoy our fruit fillings and spreads in bakery products throughout Croatia and Central European countries. Therefore, special emphasis is always put into the rich flavour and a high percentage of fruit in our products.

Zdenka Kovačević Balen
Chief Executive Officer



Od drugih se tvrtki na tržištu razlikujemo po visokokvalitetnim proizvodima i tehnološki naprednim proizvodnim procesima. U središtu pozornosti uvijek su nam naši kupci, krajnji potrošači koji svakodnevno uživaju u našim filama i punilima diljem Hrvatske i u zemljama srednje Europe. Zato poseban naglasak stavljamo na punoću okusa i visok udio voća u našim proizvodima.

Zdenka Kovačević Balen
Izvršna direktorica



 Glazir

Vision

To turn bakery products into delicious snacks for everyone!

Mission

Our mission is to be the leading manufacturer of fillings and spreads for bakeries and the bakery industry. We will do this by continuing to give our customers high quality products.



Vizija

Učiniti pekarske proizvode ukusnim zalogajem za svakoga!

Misija

Biti vodeća tvrtka u proizvodnji fila i punila za pekarstvo stvaranjem dodatne vrijednosti za kupce kroz plasman visokokvalitetnih proizvoda.



High quality products

Production of fruit fillings, donut and pastry fillings, marmalades and cocoa-cream products for the bakery industry is the core business of Glazir. Company's headquarters and state of the art production and distribution facility is located in Oborovo, near Zagreb.

Glazir's products are available throughout Croatia, with over 35 percent being exported to the neighbouring and Central European countries. Acknowledging the extreme importance of continuity in a market, Glazir has developed distinctive high quality products, supported by professional and creative staff and prescribed systems of norms

and standards. After introducing ISO 9001, the company also implemented the HACCP system, which emphasizes strict quality control in production. Also, Glazir regularly presents itself at professional fairs in Europe and in the world, trying to stay in line with global innovations.

In addition to its own production programme, Glazir also imports the typical American baking programme, offering mixes for *muffins*, *cookies*, *danishes*, *donuts* and *brownies*. Distribution is organised through a network of distributors in Croatia and international markets.



Visokokvalitetni proizvodi

Proizvodnja voćnih fila, punila, marmelada te kakao-krem proizvoda za potrebe pekarske industrije osnovna je djelatnost tvrtke Glazir d.o.o., sa sjedištem u proizvodnom pogonu u Oborovu, nedaleko Zagreba.

Proizvodi tvrtke Glazir prisutni su u cijeloj Hrvatskoj, a preko 35 posto proizvoda plasira se i u zemlje šire regije i srednje Europe.

Uvažavajući činjenicu da je za dobru poziciju na tržištu izuzetno važan kontinuitet, tvrtka Glazir razvila je prepoznatljivu kvalitetu proizvoda, podržanu stručnim i kreativnim zaposlenicima te sustavima propisanih normi i standarda. Nakon uvedenog standarda ISO

9001 implementiran je i HACCP sustav koji zahtijeva strogu kontrolu proizvodnih uvjeta. Također, tvrtka Glazir se redovito predstavlja na europskim i svjetskim stručnim sajmovima, nastojeći se uvijek razvijati u korak sa svjetskim novitetima.

Uz proizvodnu djelatnost Glazir se bavi i uvozom tipičnog američkog programa za pekarstvo pa se u asortimanu tvrtke mogu pronaći smjese za *muffins*, *cookies*, *danishes*, *donuts* i *brownies*. Distribucija je uređena preko mreže distributera u Hrvatskoj i na inozemnim tržištima.



Constant improvement and investment in technologies

Glazir was founded in 1994 as a distributor of bakery ingredients for the bakery industry. In 1997, only three years later, Glazir began its own production of fruit fillings. In order to keep pace with the trends in the industry, in 2003, Glazir purchased the equipment for the production of cocoa-cream products, thus expanding its range of products. In 2007, company's business success was recognized by Zagreb Chamber of Economy and Glazir was rewarded with the highly prestigious "Zlatna kuna" for the company with the best

performance in the small business category. One of Glazir's main business strategies is to continuously invest in modern technology. This was accomplished in 2009, with the opening of new modern production and business facility in Oborovo, near Zagreb. A large part of this significant investment was made possible through the SAPARD programme, in which the European Union recognized Glazir as one of Croatia's most promising companies.



Stalno usavršavanje i ulaganje u tehnologije

Tvrtka Glazir d.o.o. osnovana je 1994. godine kao distributer proizvoda namijenjenih pekarskoj industriji. Samo tri godine nakon osnutka, točnije 1997., Glazir pokreće vlastitu proizvodnju voćnih fila i punila. Kako bi išla u korak s trendovima u industriji, tvrtka 2003. godine kupuje opremu za proizvodnju kakao-krem proizvoda te tako širi djelatnost s voćnog asortimana. Uspješnost poslovanja prepoznala je i HGK Komora Zagreb dodijelivši Glaziru Zlatnu kunu grada Zagreba u kategoriji

malih trgovačkih društava 2007. godine. Jedna od osnovnih ideja u poslovanju tvrtke – kontinuirano ulaganje u tehnologiju – potvrđena je 2009. godine otvorenjem novog proizvodno-poslovnog pogona u Oborovu nedaleko Zagreba. Velik dio ove značajne investicije pokriven je kroz SAPARD program, čime je Glazir i od strane Europske unije prepoznat kao jedna od najperspektivnijih hrvatskih tvrtki.



"Our employees are our greatest asset!"

Glazir currently employs 22 employees with highly specialized knowledge and skills in the food industry and constantly invests in their education and development of their career. Special emphasis is set on teamwork, mutual cooperation and exchange of knowledge and experience as well as their ability to

help customers fulfil their specific needs and requirements. Employees are among the most deserving for Glazir's outstanding business results because with their knowledge and skills they add to customer satisfaction and raise the company profile in the market.



Zaposlenici su najveća vrijednost tvrtke Glazir

Glazir trenutno zapošljava 22 djelatnika s izraženim stručnim znanjima i vještinama u području prehrambene industrije. Tvrtka ulaže u edukaciju zaposlenika i razvoj njihove karijere, s posebnim naglaskom na timski rad i međusobnu suradnju te razmjenu znanja i

iskustava. Zaposlenici su među najzaslužnijima za izvrsne poslovne rezultate jer svojim znanjem i iskustvom pridonose zadovoljstvu kupaca te čine tvrtku prepoznatljivom na tržištu.





From bakery products to tasty treats

Glazir's products are distinguished by their high quality and practical application and are produced by modern technological processes. Fruit fillings, popular for pies, donuts and pastries, are the landmark products of Glazir's comprehensive product range. First produced filling was Cherry pie filling and its recipe has not changed, it is still the original recipe which makes Glazir's Cherry pie filling "mouth watering good".

The ISO 9001 Quality Management System guarantees that the company has ensured a

sequence of procedures which will maintain the quality of its products at a very high level, whereas the HACCP standard confirms an integrated safety control system in all stages of production and distribution. All Glazir's products are manufactured in accordance with the Food Act and the Ordinance on Food Additives and pass additional tests in our internal laboratory. Glazir has also a specially designed one kilo package products intended for manual use in smaller bakeries which do not have a production line.

Glazir products:	Distribution programme:
Fruit Pie Fillings	Muffin Mixes, Donut Mixes, Danish and Cake Mixes
Donut and Pastry Fillings	Glazes
Marmalades	Fruit Concentrates
Cocoa-Cream Products	Other



Pretvaramo pekarske proizvode u ukusne zalogaje

Proizvodi tvrtke Glazir odlikuju se kvalitetom i praktičnom primjenom, a nastaju suvremenim tehnološkim procesima. Voćne file temeljni su dio Glazirovog asortimana, a receptura prve proizvedene file – file višnje – do danas nije mijenjana.

Sustav upravljanja kvalitetom ISO 9001 jamči da je tvrtka osigurala niz postupaka koji će održavati kvalitetu proizvoda na visokoj razini, a HACCP standard potvrđuje integrirani sustav kontrole sigurnosti u svim

fazama procesa proizvodnje i distribucije. Svi proizvodi proizvedeni su u skladu sa Zakonom o hrani i Pravilnikom o prehranbenim aditivima te prolaze dodatne analize u internom Laboratoriju za testiranje i primjenu proizvoda.

Posebnost Glazirovih proizvoda su i kilska pakiranja koja eliminiraju potrebu za dresir vrećicama, a namijenjena su ručnoj primjeni u manjim pekarama i slastičarnicama koje ne posjeduju linijsku proizvodnju.

Vlastiti proizvodni asortiman:	Uvozni asortiman:
Voćne file	Smjese za kolače
Punila	Glazure
Marmelade	Koncentrati voća
Kakao - krem proizvodi	Ostalo





Excellence, innovation, investment

Product quality and investment in new technologies are essential for sustainable growth and development, which is set as the main goal of company's business operation. Glazir's leading position in the market has conditioned an increase in production capacities so that in 2009, a new 2.700 m² state of the art production and business facility was built.

Within the new production and business facility, there is also a modern laboratory for product testing and application which, together with the multifunctional

presentation centre, provides visual insight into the versatile application possibilities of Glazir's products. The facility enabled an important breakthrough in terms of improved productivity and development of new products, and thereby, improved competitiveness in the domestic and international markets.

Glazir is planning additional investment in technology and equipment, which will enable its expansion into the segment of the savoury programme especially for the bakery industry.



Izvrsnost, inovacije i ulaganja

Kvaliteta proizvoda i ulaganje u nove tehnologije neophodni su za održivi rast i razvoj koji su postavljeni kao osnovni ciljevi poslovanja. Vodeća pozicija Glazira na tržištu uvjetovala je povećanje proizvodnih kapaciteta pa je 2009. godine izgrađen novi poslovno-proizvodni pogon ukupne površine 2.700m². U sklopu poslovno-proizvodnog pogona nalazi se i moderno opremljen laboratorij za testiranje i primjenu proizvoda, koji u kombinaciji s multifunkcionalnim prezentacijskim centrom,

omogućava uvid u različite mogućnosti primjene Glazirovih proizvoda. Ovakav pogon omogućio je iskorak u smislu povećanja produktivnosti i razvoja novih proizvoda, a time i povećanje konkurentnosti na domaćem i inozemnom tržištu.

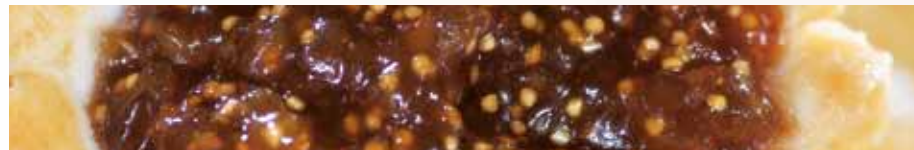
Tvrtka Glazir planira i dodatna ulaganja u tehnologiju te opremu koja će omogućiti širenje asortimana na slani program namijenjen pekarskoj industriji.



The leading company in the region

Glazir's products are available throughout Croatia, with over 35 percent being exported to the neighbouring and Central European countries. Glazir's products are exported to Austria, Slovenia, Bosnia and Herzegovina, Montenegro, Bulgaria, Macedonia, Romania,

Albania and Kosovo and they are marketed through a broad network of distributors. Also, the company cooperates with the leading manufacturers in the baking industry such as Lesaffre, Ireks, Dawn and CSM.



Vodeća tvrtka u regiji

Proizvodi tvrtke Glazir prisutni su u cijeloj Hrvatskoj, a preko 35 posto proizvoda plasira se i u zemlje šire regije i srednje Europe. Tvrtka Glazir svoje proizvode izvozi u Austriju, Sloveniju, Bosnu i Hercegovinu, Crnu Goru, Bugarsku, Makedoniju, Rumunjsku, Albaniju i Kosovo.

Tvrtka Glazir svoje proizvode na tržište plasira preko široke mreže distributera, a ima i vlastiti vozni park. Također, surađuje i s vodećim svjetskim proizvođačima u pekarskoj industriji kao što su Lesaffre, Ireks, Dawn i CSM.



Glazir d.o.o.

Posavska ulica 59
10372 Oborovo, Croatia

Tel: ++385 1 2015 911

++385 1 2781 100

Fax: ++385 1 2781 101

e-mail: info@glazir.hr

www.glazir.hr



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