

PRESS RELEASE

Nelt and Polimark Join Forces to Further Market Growth

Planned Revenue of €34 Million and 60 New Jobs

Belgrade, February 1st, 2024 - Nelt, one of the most successful regional business systems in the field of logistics and distribution, has started a new partnership with Polimark, expanding its distribution portfolio in Serbia. The cooperation has commenced with great optimism, and it is expected that the first year of partnership will generate an income of €34 million and create over 60 new jobs.

"With the tradition, values and vision for the future, we share with Polimark, we believe that mutual success is assured. I am certain that with high quality field performance and achieved results, we will fully justify the trust of Polimark, as well as our customers on the Serbian market. Nelt Group has many years of experience in distribution and a very strong network, which are key factors for a successful partnership start with Polimark. I would also point out that both companies are focused on innovation and product quality, so that with joint effort we will provide the market with an even wider and better assortment, available in even more regions and stores in Serbia," said Robert Jenovai, Executive Director of Nelt Group for Serbian Market.

Polimark was founded in 1989, and the production of the first brand began in 1992. It has already been operating for over thirty years as the largest producer of condiments in the region. The company's focus has always been on the quality of its products, which has enabled them to take the leading position on the market.

"Our focus will continue to be on quality, production, brands and export, and it is on the distributor to make our portfolio even more accessible. I'm certain that we have made a good move because our partnership with Nelt guarantees a step forward in distribution and market share. This partnership represents an important step for both companies, opening new opportunities for growth and expansion in the market of Serbia, to the satisfaction of all our consumers," said Vojin Starcevic, owner of Polimark.

In addition to the well-known brands of ketchup, mayonnaise and mustard, Polimark today produces a wide range of products such as table and spread margarines, cooked and canned tomatoes, various sauces and dressings, all-purpose seasoning, cooking cream and whipped cream. Polimark's daily production capacity has grown from the initial 120 kg to an impressive 140 tons, with over 50% of the product intended for markets outside Serbia.

Belgrade, February 1st, 2024

Za dodatne informacije, Molimo Vas kontaktirajte ovlašćenu agenciju za odnose s javnošću, Represent Communications.
Kontakt osoba: Ivana Ranković 063 / 380 684 ; ivana.rankovic@represent.rs