



VAISSI OY

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***Innovative enterprise from the
food sector***

Vaissi Ltd

Maria Vaissi



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CONTENT

The beginning...

From a farm to an enterprise

Vaissi Ltd today

figures and quantities

Innovations and projects

Future...



VAISSI OY VAISSI LTD

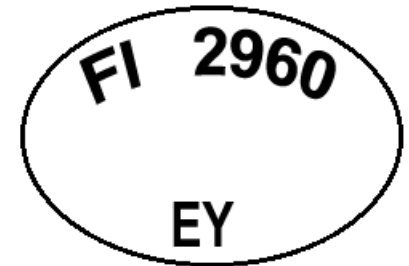
- founded year 2004
 - cabbage leaf production from year 1972 and cabbage roll production from 2001
- owners Vaissi family -> generation change 05/2008
- employees
 - season time August to February 70
 - permanently 38
 - on average 51
- turnover 4,7 mil euro
- customers food processing industry, whole salers ja HoReCa-sector
- export to Sweden 10% of production (Russia)

Vaissi Oy is a private label manufacturer

Customer

Our clients

Vaissi Oy, cabbage
roll factory



Vaissi Oy, cabbage leaf factory

Cabbage producers, meat etc. suppliers

PRODUCTION FIGURES

- During season 2009-2010 raw cabbage contracts are 2 100 000 kg of cabbage
 - cabbage rolls were made 1 080 000 kg
- Cabbage rolls app. 40 000-50 000 pieces per day
11 000 000 pieces per year

PRODUCTS OF CABBAGE LEAF FACTORY

- leaves steamed, cut into standard size and frozen



CABBAGE ROLL FACTORY

- 19 different recipes
 - meat, vegetables, mushrooms
- 2 kg aluminium foil
- 350 g aluminium foil

MISSIO MISSION

Vaissi Oy tuottaa maan maistuvimmat kaalikääryleet.

Vaissi Ltd wants to produce the tastiest cabbage rolls in the nation

Haluamme tuottaa asiakkaillemme tuotteen, jota he voivat myydä ilolla ja ongelmitta kuluttajille.

We want to make a product that our clients can provide without any problems

Menestyksemme avain on tuotantoketjun hallitseminen kaalipelloilta ruokapöytään.

The key of our succes is to manage the whole process from the field to the table.

INNOVATION PROJECTS

- In small company it's not possible to have an expert for everything and money for everything
- That is why for small company it is important have a global network of recousers available when innovative idea comes

PROJECTS WITH

- Instruction and machine projects during years 2001-2006 with TE-centre (employment and economic centre)
 - New permanent jobs from 5 to 33
 - No cabbage roll machines/factories in the market -> engineering and building has to be done by Vaissi Ltd
- Globalisation projects to Russia from year 2005
 - Global, TE-Centre 2005
 - Vetoa Venäjälle, TE-Centre 2006-2007
 - Fintorus/Finprod, Logistic company, Sitra
 - Marketing chain for Russian market, Viexpo & Ministry of employment and Economy
 - For Russia we got consults which had knowlegde of the local market and language

PROJECTS WITH

- Marketing research of the future of cabbage rolls 2005
 - with Foodwest and TE-centre
 - Partner who has specialized on marketing research, Te-Centre funding
- Processing sideproducts of cabbage leaf production 2008-2010,
 - Tekes and Foodwest
 - Consult who has experience of fermentation, Tekes funding
- KATE -> developing education for adults 2008-2010
 - Keulink and ESF (European Social Fund)
 - Odeco Ltd -> consult who is psychologist

ISO 22000 CERTIFICATION

Project made together with Foodwest Ltd and TE-centre (employment and economic centre)

- 10/2005-02/2006

From Foodwest we got consult who had knowledge of certification process which we didn't have

From TE-centre financial resources



X-RAY MACHINE

- X-ray machine 2005, TE-Centre
- Food safety
- Happy clients



Vaissi Ltd personnel in training

DURING THE YEARS

- Hygiene pass
- ISO 22000 training (Foodwest)
- Internal auditing (Foodwest)
- Basic smell and taste (Foodwest)
- Basic insting training (Foodwest)
- Ergonomic training
- Tyky-days (Tapiola)
- First aid
- Work guidance (AEL, Tapiola)



FUTURE

- Tekes project
 - New innovative product
- Kate-project
 - Personnel training is ongoing project
- Energy saving project
 - Motiva, ETL (Finnish Food and drink industry)
 - Consult from Pöyry Ltd

