

Unlocking the Potential of Distribution: A Guide to Optimize Your Supply Chain

Introduction

Distribution is a critical element of any business operation. It involves the efficient movement of goods from the manufacturer to the consumer, and it plays a vital role in ensuring customer satisfaction and business success. However, distribution can be complex and challenging, with a range of factors that can impact its effectiveness.

This guide explores the potential of unlocking your distribution network and optimizing your supply chain. By leveraging the latest tools, technologies, and best practices, you can streamline your operations, reduce costs, and improve your bottom line.

The main tasks facing distribution are as follows:

- Efficiently transporting goods from manufacturers to consumers
- Managing inventory levels to ensure sufficient supply while minimizing excess stock
- Coordinating logistics and shipping to reduce costs and improve delivery times
- Developing and maintaining strong relationships with suppliers and retailers
- Identifying and adapting to changes in consumer demand and market trends
- Implementing technology and systems to improve distribution efficiency and accuracy
- Monitoring and analyzing performance metrics to continuously improve the distribution process.

So let's dive in and discover the key strategies for achieving distribution excellence.

The field of distribution has undergone significant changes and developments due to the dynamic nature of the business world. As a service, distribution has evolved to meet the needs and demands of modern consumers and businesses. These changes have resulted in the emergence of various distribution types and strategies to optimize the supply chain and improve customer satisfaction, listed below:

1. **Direct distribution:** Selling directly to the end consumer, without the involvement of intermediaries.
2. **Indirect distribution:** Using intermediaries to sell products, such as wholesalers or retailers.
3. **Intensive distribution:** Placing products in as many outlets as possible to maximize availability and convenience for customers.
4. **Selective distribution:** Limiting the number of outlets that sell a product to maintain quality and exclusivity.
5. **Exclusive distribution:** Restricting the distribution of a product to a single outlet or a limited number of outlets, often to maintain premium pricing or brand image.

Distribution services are provided by many companies, there are almost no monopolies in this market, and high competition means that every customer is important. To understand how to choose the right distribution company, it is recommended to focus on a number of criteria:

- **Industry experience and reputation:** Choose a provider that has a demonstrated history of success in your industry or a related field.
- **Geographic coverage:** Evaluate whether the service has the necessary coverage to distribute your products to all the locations you need.
- **Capacity and flexibility:** Evaluate the company's ability to handle your volume of products and adjust to changes in demand or distribution needs.
- **Technology and systems:** Look for those who use modern technology and logistics systems to streamline processes and provide real-time tracking and reporting.
- **Cost-effectiveness:** Compare pricing and fees among different companies to ensure you are getting competitive rates for the services provided.
- **Customer service:** Consider the level of customer support and communication provided by the company, as well as their ability to handle any issues or concerns that may arise during the distribution process.

Distribution offers several advantages to businesses, including the ability to reach a wider audience and increase market share. By partnering with a distribution company, businesses can leverage the company's expertise, infrastructure, and network to efficiently and effectively get their products to customers. This can result in improved customer satisfaction, as well as reduced costs and risks associated with managing distribution in-house.

Additionally, distribution can help businesses stay competitive by enabling them to respond quickly to changing market demands and customer needs.

How the distribution system works:

The distribution system involves all the activities necessary to move products from their point of origin to the end consumer, which includes manufacturers, wholesalers, retailers, and other intermediaries. This process involves a series of steps, including warehousing, transportation, and inventory management.

The first link in the distribution system is warehousing, which refers to the storage of goods before they are shipped to their final destination. It serves as an intermediary point between the manufacturer and the customer, and they provide a place to store goods before they are transported. A well-managed warehouse can ensure that products are in good condition and ready to be shipped when needed.

Inventory management is also a crucial aspect of the distribution system. It involves monitoring the quantity of goods in the warehouse and ensuring that the correct products are available for shipment when needed. Effective inventory management can help reduce costs and prevent overstocking or understocking of goods.

In addition to these core components, the distribution system also involves the use of technology and software to track and manage products throughout the supply chain. This includes tools for tracking inventory levels, monitoring shipments, and managing logistics. By leveraging these technologies, companies can improve the efficiency and accuracy of their distribution processes, reducing costs and improving customer satisfaction.

AVIROCK SERVICES

Avirock plays a crucial role as an intermediary between manufacturers and customers in the supply chain. With our vast experience and expertise, we are capable of delivering products and goods to any location in various industries such as agriculture and industrial manufacturing. We strive to provide customized solutions that meet the unique needs of our global customers.

Main things that help us to make our distribution services impactful:

- 1. Customization**

We offer customized distribution solutions to meet the specific needs of our clients.

- 2. Efficiency**

We use modern technology and logistics systems to streamline processes and provide real-time tracking and reporting, which ensures maximum efficiency.

3. Experience

Having gained years of experience in the industry, we possess the necessary expertise to manage a wide range of products and distribution channels.

4. Flexibility

We have the capacity and flexibility to handle different volumes of products and adjust to changes in demand or distribution needs.

5. Geographic coverage

Our extensive coverage enables us to reach various regions and countries, ensuring that we can distribute products to the desired locations efficiently.

6. Reliability

We are committed to providing reliable distribution services that ensure products are delivered on time and in good condition.

7. Transparency

We prioritize transparency throughout the distribution process as it is crucial for clients to have visibility and accountability in the movement of their products.

Avirock arranges services and products for international distribution of:

- agricultural products (cereals, oilseeds, legumes);
- plastic sanitary ware;
- agricultural machinery,
- special agricultural and freight transport,
- packaging equipment;
- packaging materials, etc.

Distribution Types We Offer

- Direct distribution
- Indirect distribution
- Intensive distribution
- Selective distribution

- Exclusive distribution

Direct distribution

Direct distribution is a strategy in which manufacturers sell their products directly to consumers without the involvement of intermediaries.

It is a popular method that offers several advantages, including increased control over distribution channels and pricing strategies. By removing the need for intermediaries, manufacturers can also realize cost savings, which can be passed on to the end consumer.

However, direct distribution also requires manufacturers to have a strong marketing and sales team to effectively promote and sell their products directly to consumers. This can be a challenge for some manufacturers who lack the resources or expertise to develop a strong sales and marketing strategy.

Despite these challenges, direct distribution has become increasingly popular in recent years, driven by advancements in technology that have made it easier for manufacturers to reach consumers directly. For example, the rise of e-commerce platforms has enabled manufacturers to sell products directly to consumers online, without the need for physical retail locations.

In Europe and Ukraine, direct distribution has also gained popularity in recent years. According to a report by Eurostat, the percentage of enterprises in the European Union using e-commerce to sell their products has increased steadily, from 14% in 2010 to 19% in 2018. In Ukraine, a study by EY found that the share of e-commerce in the country's total retail sales increased from 0.7% in 2014 to 3.3% in 2018, driven by the growth of online marketplaces and direct-to-consumer sales.

Also on distribution over the last 5 years, there have been several next trends:

- The rise of e-commerce has led to an increase in direct-to-consumer (DTC) distribution, with many manufacturers selling their products through their own online stores.
- Many companies have shifted towards omni-channel distribution strategies, combining both direct and indirect distribution channels to reach a wider range of consumers.

- The COVID-19 pandemic has accelerated the adoption of e-commerce and DTC distribution, as consumers have increasingly turned to online shopping.
- The growth of e-commerce has also led to increased demand for faster and more efficient delivery methods, leading to the rise of same-day and next-day delivery options.

Main tips for enhancing good distribution processes:

1. Understand the local market and consumer behavior, as well as any regulatory requirements for distribution.
2. Build strong partnerships with local suppliers and distributors to navigate logistical challenges.
3. Invest in technology and logistics solutions to streamline operations and improve efficiency.
4. Consider the impact of currency fluctuations and political instability on the distribution industry whenever you are.

How do you know if you need our assistance with direct distribution:

1. If you currently have limited distribution channels or are looking to expand your reach to new markets, direct distribution may be a viable option.
2. If you want greater control over your product pricing and positioning, direct distribution allows you to set your own prices and avoid price markups from intermediaries.
3. You feel the necessity in a strong sales and marketing team to promote and sell your products directly to customers.
4. If you have complex or specialized products that require a higher level of expertise to sell, direct distribution can ensure that your products are marketed and sold correctly.
5. If you're spending too much on intermediaries and distribution costs, direct distribution can help you save money in the long run.

What could we do for you?

Our company offers a range of services to help with direct distribution needs, including:

1. **Market research and analysis:** This is the most valuable service that helps you understand your target audience and market demand, which can inform you about direct distribution strategies.
2. **Sales and marketing support:** This service is essential for companies to effectively promote and sell their products directly to consumers, especially if you lack in-house sales and marketing expertise.
3. **Inventory management:** Effective inventory management is crucial for ensuring that products are available and ready to ship when needed, which can help companies meet customer demand and reduce delivery time.
4. **Warehousing and fulfillment:** A well-managed warehouse can ensure that products are in good condition and ready to be shipped when needed, which is important for maintaining customer satisfaction.
5. **Transportation and logistics:** Reliable and efficient transportation and logistics services are necessary for ensuring timely delivery of products to customers, which is a key factor in customer satisfaction and retention.
6. **Customer service:** While important, customer service is less valuable than the other services listed above as it typically comes into play after the sale has already been made. However, it is still crucial for maintaining customer satisfaction and ensuring repeat business.
7. **Custom Solutions:** We can create custom solutions tailored to your specific direct distribution needs, providing a personalized and comprehensive approach to your business.

Indirect distribution

Indirect distribution is a distribution model in which manufacturers rely on intermediaries such as wholesalers, retailers, or agents to reach their end customers. This method of distribution has become increasingly popular in recent years, particularly in Europe and North America.

One of the main advantages of indirect distribution is that it allows manufacturers to reach a wider audience without the need for significant investment in marketing and sales resources. By leveraging the established networks of intermediaries, manufacturers can tap into existing distribution channels and benefit from the intermediaries' expertise in selling to their target markets.

According to a report by IBISWorld, the indirect distribution industry in the United States generated over \$4 trillion in revenue in 2020, with a growth rate of 2.6%. In Europe, the indirect distribution market is expected to grow at a CAGR of 5.5% from 2021 to 2026, according to a report by Mordor Intelligence.

One of the main challenges of indirect distribution is that it can be more difficult to maintain control over the sales process and ensure that products are being represented and sold effectively. However, by carefully selecting and managing their intermediaries, manufacturers can mitigate this risk and benefit from the advantages of indirect distribution.

Thus, indirect distribution can be a highly effective way for manufacturers to reach a wider audience and benefit from the expertise and existing distribution channels of intermediaries. As the market continues to grow and evolve, it will be important for manufacturers to carefully evaluate and manage their indirect distribution strategies to ensure they are maximizing their sales potential.

Main trends over last 5 years in indirect distribution:

1. With the increasing popularity of online shopping, indirect distribution channels like online marketplaces and third-party sellers are becoming increasingly important for many businesses.
2. Indirect distribution channels offer businesses the opportunity to reach a wider audience and provide a better customer experience through the use of specialized retailers or distributors.
3. Many businesses are turning to indirect distribution channels to enter emerging markets, such as Asia and Latin America, where traditional distribution networks may be less developed or less effective.
4. As consumers become more environmentally conscious, there is a growing trend towards more sustainable indirect distribution channels, such as drop-shipping and on-demand manufacturing.

How do you know if you need our assistance with indirect distribution:

1. **Your sales are not meeting your targets:** If your sales are consistently lower than your targets, it may be time to re-evaluate your distribution strategy.

2. **You have limited resources:** It may be difficult for you to set up and manage a direct distribution network. Indirect distribution can be a cost-effective solution that allows you to reach a wider audience without significant investment.
3. **You want to focus on your core business:** If managing a distribution network is taking up too much of your time and resources, it may be time to consider indirect distribution. By partnering with us, you can focus on your core business while they handle the logistics of distribution.
4. **You want to reduce risks:** Direct distribution can be risky, as it requires significant investment in inventory and logistics. Indirect distribution allows you to share the risk with your partners, as they take on a portion of the inventory and logistics responsibilities.
5. **You want to expand your reach:** If you want to expand your reach to new markets or regions, indirect distribution can be a great way to do so. Partnering with us can help you penetrate new markets and reach new customers.

What could we do for you?

Our company offers a range of services to help with indirect distribution needs, including:

1. Market research and analysis to identify potential indirect distribution channels and partners.
2. Contract negotiation and management to ensure that your interests are protected and that your partners meet their obligations.
3. Training and support for your partners to help them sell your products effectively.
4. Performance monitoring and evaluation to ensure that your indirect distribution channels are performing optimally and meeting your business goals.
5. Continuous optimization of your indirect distribution strategy to maximize efficiency and profitability.

Intensive distribution

Intensive distribution is a strategy used by companies to make their products widely available through as many channels as possible. In this strategy, a company distributes its products through a large number of retailers, wholesalers, and distributors, ensuring that they are widely available to consumers.

The main advantage of intensive distribution is that it can maximize a product's exposure and accessibility, making it easier for consumers to find and purchase. This can lead to increased sales and revenue for the company.

In Europe and America, intensive distribution is a popular strategy among companies in a variety of industries. For example, in the consumer goods industry, companies like Coca-Cola and Procter & Gamble use intensive distribution to make their products available in a wide range of retail outlets, from large supermarkets to small convenience stores.

One trend in intensive distribution is the increasing use of e-commerce and online marketplaces to expand a product's reach. Companies are leveraging online platforms like Amazon and Alibaba to distribute their products to customers around the world, without the need for physical retail stores.

According to a report by Grand View Research, the global intensive distribution market is expected to grow at a compound annual growth rate of 5.6% from 2021 to 2028. This growth is attributed to the increasing demand for consumer goods and the rise of e-commerce.

Overall, intensive distribution can be an effective strategy for companies looking to increase their product's exposure and reach more customers. However, it requires careful planning and execution to ensure that the distribution channels are managed effectively and efficiently.

Despite cons that have intense distribution, like the lack of control, the overcrowding of the market or the difficulty in managing inventory, there are some pros you need to know if you are thinking about this type of distribution:

- **Widely available products:** With intensive distribution, products are available in many retail locations, making them easily accessible to consumers.
- **Increased brand visibility:** Intensive distribution allows for increased brand visibility since products are available in many locations.
- **Greater market share:** With products available in more locations, companies can capture a greater share of the market.
- **Economies of scale:** With higher sales volumes, companies can achieve economies of scale, reducing the cost per unit produced.
- **Increased bargaining power:** With many retail locations carrying their products, companies can negotiate better terms with suppliers and retailers.

How do you know if you need our assistance with intensive distribution:

1. If your brand is new or not well-known, and you need help with quickly building brand recognition and awareness in the market.
2. If you feel difficulty in managing inventory and ensuring proper stock levels in all distribution channels.
3. If you understand that the market is overcrowded and it makes it harder to stand out and differentiate from competitors.
4. If you have an inability to control how products are displayed and sold in different retail locations.
5. If you realize your product is in high demand and you need to ensure it is widely available.

What could we do for you?

Our company offers a range of services to help with indirect distribution needs, including:

1. **Distribution network optimization:** We can help you optimize your distribution network to ensure your products are widely available and accessible to your target audience.
2. **Inventory management:** Our team can assist you in managing inventory levels across different channels and ensure that you have the right products in the right places at the right time.
3. **Channel selection and management:** We will help you select the right distribution channels and manage your relationships with retailers, wholesalers, and other partners to ensure optimal distribution.
4. **Retail merchandising:** Our team is able to work with retailers to ensure that your products are displayed prominently and attractively, maximizing visibility and sales.
5. **Marketing and branding:** We can help you develop and execute marketing and branding strategies to build brand recognition and awareness quickly and effectively.

Selective distribution

Selective distribution is a distribution strategy where manufacturers or suppliers restrict the number of retailers or distributors that carry their products. This type of distribution is often

used for premium or luxury products, where the manufacturer or supplier wants to maintain a certain level of exclusivity and control over the distribution of their products.

Main features of selective distribution include careful selection of retailers or distributors, high levels of support and training for selected partners, and strict contractual agreements that govern the relationship between the manufacturer or supplier and the selected partners.

Selective distribution is important for several reasons.

- First, it allows manufacturers or suppliers to maintain control over how their products are presented and sold, which can be particularly important for high-end or luxury products where the image and presentation of the product is a key part of the overall brand experience.
- Second, it can help to ensure that products are sold only through reputable and trusted partners, which can help to protect the brand and minimize the risk of counterfeiting or other forms of brand dilution.
- Finally, selective distribution can help to ensure that products are sold at a consistent price across different markets, which can help to maintain profitability and protect the value of the brand.

According to data from Statista, the value of selective retail sales in Europe was around 750 billion euros in 2020, while in the United States, selective distribution accounted for around 30% of all retail sales in the luxury goods market in 2021.

Selective distribution also comes with a few challenges that manufacturers and brands should be aware of. One of the main challenges of selective distribution is its limited reach. Since only a limited number of retailers are authorized to sell a particular product, this can lead to limited market reach and customer accessibility.

Another challenge of selective distribution is the higher costs associated with it.

Manufacturers need to find and maintain relationships with authorized retailers, which requires more resources and efforts, ultimately leading to higher costs.

Furthermore, selective distribution requires manufacturers to carefully choose their authorized retailers, which means they need to monitor the quality of their products being sold by each retailer. This control over product quality can be challenging, especially when the manufacturer has limited control over the distribution process.

Despite these challenges, selective distribution remains a popular strategy for many manufacturers and brands. Here are three current trends related to selective distribution:

- **E-commerce:** Many brands are turning to e-commerce as a way to expand their market reach and offer their products to customers who may not have access to authorized retailers.
- **Direct-to-consumer:** Some manufacturers are opting for direct-to-consumer sales, cutting out the middleman and offering their products directly to customers. This allows them to maintain better control over the distribution process and ensure product quality.
- **Tighter distribution networks:** As consumers increasingly demand high-quality, exclusive products, some manufacturers are tightening their distribution networks even further, only working with a select few authorized retailers who can offer a unique and exclusive shopping experience.

How do you know if you need our assistance with selective distribution:

1. You are looking to **maintain a high level of control** over your brand image and product quality, and want to ensure that your products are only sold through authorized retailers who meet your standards.
2. You are **targeting a niche market** and need to carefully control the distribution of your products to ensure that they are only sold in the right places to the right customers.
3. You have **limited resources** and need help finding and maintaining relationships with the right retailers who can effectively sell and promote your products.
4. You **want to optimize your distribution network** to increase efficiency and minimize costs, while still maintaining a selective approach to retail partnerships.
5. You **want to ensure** that your products are being sold at the right price points and in the right locations to maximize profitability and minimize competition with other products in the market.

What could we do for you?

Our company offers a range of services to help with selective distribution needs, including:

1. **Market research and analysis** to identify the best-fit distribution channels and partners.
2. **Developing a comprehensive selective distribution strategy** that aligns with your business goals and objectives.
3. **Assistance in identifying and selecting authorized retailers** who meet your criteria and quality standards.
4. **Providing support** in managing and maintaining relationships with authorized retailers.
5. **Ongoing monitoring and analysis** of distribution channels and sales performance to optimize your selective distribution strategy.

Exclusive distribution

Exclusive distribution is a distribution strategy where a manufacturer selects a limited number of distributors or retailers to sell its products in a particular geographic area. This means that the manufacturer limits the distribution of its products to only a few exclusive partners who are granted the sole right to sell the product in a specific market or territory.

Main features of exclusive distribution include a limited number of selected partners, exclusive rights to sell the product, and a strong partnership between the manufacturer and the distributor or retailer. The importance of exclusive distribution lies in the fact that it can help manufacturers maintain a high level of control over their products and brand image, while also providing a level of exclusivity that can help drive demand and increase perceived value.

The luxury goods market is one area where exclusive distribution is commonly used, and this market has seen significant growth in recent years. For example, according to a report by Bain & Company, the global luxury goods market saw a particularly strong growth during recent years.

Overall, exclusive distribution can be a powerful tool for manufacturers looking to maintain control over their products and brand image, while also creating a level of exclusivity that can help drive demand and increase perceived value.

Talking about the pros of exclusive distribution we can highlight the next:

1. **Quality control:** Exclusive distribution allows manufacturers to maintain better control over the quality of their products since they can choose to work only with a limited number of retailers who meet their standards.
2. **Brand image:** Working with a limited number of retailers can enhance a manufacturer's brand image by creating an exclusive and prestigious image for their products.
3. **Higher margins:** Exclusive distribution often leads to higher margins for both the manufacturer and the retailer, as the exclusivity of the products can create a sense of scarcity and demand.
4. **Better customer experience:** Exclusive distribution can provide a better customer experience as retailers can offer personalized and specialized services to customers, knowing that they are the only ones selling the product.
5. **Increased retailer loyalty:** Retailers who are granted exclusivity are more likely to be loyal to the manufacturer, leading to a long-term partnership and collaboration that benefits both parties.

Considering exclusive distribution, businesses need to understand the benefits and potential drawbacks of this approach. It is important to carefully select and manage authorized retailers, as well as monitor product quality and sales performance. Additionally, businesses need to ensure that their chosen retailers align with their brand values and positioning. Conducting market research and having a clear understanding of customer preferences and behaviors can also help inform an effective exclusive distribution strategy. Finally, it is important to continually evaluate and adjust the strategy as necessary to ensure long-term success.

How do you know if you need our assistance with exclusive distribution:

1. You have a high-end or luxury product that requires a certain level of exclusivity and differentiation from competitors.
2. You have a limited number of retailers that you want to work with and want to ensure that your product is only sold through authorized channels.
3. You are looking to establish a strong brand image and want to control the way your product is marketed and sold.

4. You are willing to invest in building strong relationships with a select number of retailers and want to ensure that they represent your brand in the best way possible.
5. You want to maintain tighter control over product quality and customer experience to ensure a consistent brand image and reputation.

What could we do for you?

Our company offers a range of services to help with exclusive distribution needs, including:

1. **Develop a clear understanding of your target audience and their shopping habits:** Knowing your target audience and how they prefer to shop can help you determine if exclusive distribution is the right strategy for your business.
2. **Choose the right partners:** When using exclusive distribution, it is crucial to carefully choose the right partners who can effectively represent your brand and meet the needs of your target audience.
3. **Establish strong relationships with your partners:** Building strong relationships with your partners can help ensure that they remain committed to your brand and work to promote it effectively.
4. **Monitor your partners' performance:** It is important to monitor your partners' performance to ensure that they are meeting your brand standards and effectively representing your brand to customers.
5. **Invest in marketing and advertising:** Exclusive distribution can limit the reach of your products, so investing in marketing and advertising can help increase brand awareness and drive demand.
6. **Continuously evaluate and adjust your strategy:** As with any business strategy, it is important to continuously evaluate the effectiveness of your exclusive distribution strategy and make adjustments as necessary to ensure continued success.

One-time service or retainer contract

Choosing a service provider for your business can be a challenging decision, especially when it comes to distribution. While some businesses may be tempted to choose a one-time service provider to handle their distribution needs, let us explain several reasons why it's important to choose a retainer instead.

Retainer services are important in distribution because they offer long-term support and guidance to businesses. This allows for a deeper understanding of the company's needs and

goals, which can result in more effective distribution strategies. And also offer a dedicated point of contact, which can lead to faster and more efficient problem solving.

By working with a retainer, businesses can establish a more collaborative and cohesive relationship with their distribution partner. This can result in better communication, shared insights, and a stronger overall partnership. Additionally, retainers offer a sense of stability and consistency, which can be particularly valuable for businesses that operate in volatile markets.

Choosing a retainer for distribution services allows for ongoing monitoring and optimization of strategies to stay competitive and adaptable. Additionally, businesses may receive discounted rates and exclusive access to services and resources.

Our own distribution

AVIROCK is dedicated to providing top-notch products that meet the needs of our customers. We specialize in distributing a wide range of high-quality products to various industries and are committed to delivering exceptional customer service every step of the way. Our goal is to establish long-term relationships with our clients and exceed their expectations with every order.

PRODUCTS WE DISTRIBUTE:

PLASTIC PRODUCTS

Own brand

Our company specializes in producing and distributing a variety of plastic products, plumbing and household items, hoses, and metalworking products under our own brand. We have been in business for nearly 30 years, and during that time we have developed a reputation for quality and reliability. Our products are designed to meet the diverse needs of our customers, whether they are looking for high-quality plumbing or household goods, or industrial-grade hoses for their business. We are committed to providing high-demand goods that meet the changing needs of our customers.

In addition to our extensive product line, we also offer custom production services to help customers achieve their unique project goals. Our experienced team can work with you to

develop customized solutions that meet your specific needs. Whether you need a custom-made plastic product or a unique metalworking solution, we can help. Our focus on exceptional customer service means that we will work closely with you every step of the way to ensure that your project is a success.

At our company, quality is our top priority. We understand that our customers rely on our products to meet their needs, and we take that responsibility seriously. We are committed to using the highest quality materials and manufacturing processes to ensure that every product we produce meets the highest standards of quality. Whether you are a homeowner, business owner, or industrial professional, you can trust that our products will meet your needs.

GRAINS, OILSEEDS, PULSES

UkrBioLand

Our company specializes in the distribution of high-quality agricultural products, including certified grains, oilseeds, and pulses. We have an exclusive distribution partnership with UkrBioLand (www.ukrbioland.com), one of the largest farms in Ukraine, which is known for its cultivation of certified grain according to the organic standards of the EU (EU-BIO), Switzerland (BioSuisse), and the USA (NOP).

UkrBioLand is a family-owned and operated organic agricultural servicing cooperative based in the center of Ukraine. With a land bank spanning over 5,532 hectares, UkrBioLand is one of the largest organic producers in Ukraine by farm size, consistently ranking in the top 5.

Founded in 2003, UkrBioLand has been dedicated to developing Ukrainian organic production and promoting values of careful and responsible agri-production for the past several years. The company has built an ecosystem of modern bio-farms that includes high-quality seeds, a professional team, modern agricultural equipment, certified handling facilities, and sustainable logistics.

UkrBioLand employs advanced technology to ensure sustainable and high-quality agricultural practices. They use precision weed control and biological pest control methods, as well as precision farming techniques using GPS and other technologies to monitor and optimize crop growth. Company also utilizes modern handling and packaging facilities to

maintain the freshness and quality of their products. UkrBioLand's use of technology showcases their commitment to sustainable and efficient farming practices.

PACKAGING MATERIAL

Marma Polskie Folie

Marma Polskie Folie is a manufacturing company that specializes in producing a variety of products for different industries. With over 1000 highly involved and well-qualified employees, the company strives to improve its workforce skills through general and specialized courses.

Marma Polskie Folie provides products for the agriculture, horticulture, construction, and packaging industries. The company carefully chooses materials and accessories from top producers of chemical trade together with their suppliers to live up to the expectations of customers concerning the quality of delivered protected films. They offer products for horticulture and agriculture, including technical fabrics and spunbond nonwovens, polyolefin nets, products for building, and packaging.

Marma Polskie Folie takes great pride in its commitment to sustainable production and responsible use of resources. The company uses eco-friendly materials and processes in its manufacturing, recycling waste and utilizing renewable energy sources. This approach aligns with the company's values of social responsibility and environmental protection, and has earned Marma Polskie Folie a reputation as a responsible and environmentally conscious business.

One of our main distributed products is grain sleeves, which play a vital role in protecting and preserving agricultural products. Grain sleeves are specially designed to store and transport grains, oilseeds, and other agricultural products, providing protection from moisture, dust, and pests.

By using grain sleeves, farmers and agricultural companies can ensure that their products remain fresh and free from contamination during storage and transportation. This not only helps to maintain the quality of the products but also prevents financial losses due to spoilage and damage.

EQUIPMENT

Hatzenbichler

Hatzenbichler is a company that specializes in the design and manufacture of agricultural machines for both conventional and organic agriculture. Their products include tillage equipment for both pre-sowing and post-harvest, various planters, and cultivation and harrowing equipment.

What sets Hatzenbichler apart is that they design and manufacture all their machines in-house in Austria, using modern machinery and laser technology to ensure high-quality products. In fact, about 80% of their machines are exported to other countries, with a strong presence in Eastern Europe and a growing market share in France.

As technology continues to evolve, Hatzenbichler recognizes the importance of innovation in the industry. That's why they are committed to developing new and innovative machines to meet the needs of farmers around the world.

Their machines are designed to provide solutions for various aspects of agriculture, including harrowing technology, inter row cultivation, cultivation, and drill technology. With a focus on quality and innovation, Hatzenbichler is well-positioned for continued growth and success in the agricultural machinery industry.

Conclusion

Distribution plays a critical role in the success of any business, as it impacts the availability, accessibility, and overall perception of a product. A well-executed distribution strategy can help businesses to reach their target market more effectively, build brand recognition, and increase revenue.

Whether a business chooses to work with a one-time service provider or a retainer contract, it is important to select a partner that can offer the necessary expertise, resources, and support to achieve their goals. At AVIROCK, we understand the importance of distribution in modern business and offer a range of services to help businesses navigate this complex landscape.

No matter what services you need, AVIROCK works to ensure that no request is left unattended. We are committed to providing personalized solutions that meet the unique needs of each of our clients, and we pride ourselves on delivering measurable results. With our experience, expertise, and dedication to excellence, we can help businesses to establish a successful distribution strategy that drives growth and success.

What makes us special?

- **Exclusivity**

We signed an exclusive distribution partnership with UkrBioLand - one of the largest farms in Ukraine, which is engaged in the cultivation of certified grain, according to the organic standards of the EU (EU-BIO), Switzerland (BioSuisse) and the USA (NOP); also we cooperate on a long-term basis with Grain Sleeves, Marma Plast, Hatzenbichler and others companies.

- **Transparency of the process**

We are transparent while providing solutions and services, and during every project and business that we accompany. Our goal is to make all our processes simple, clear, and easy to understand.

- **Wide distribution network**

We provide an interconnected group of warehouses and transportation systems that receive goods and products and then deliver them to final recipients.

Not enough time to manage your own distribution team? Not sure which solution fits your business needs? - We're here to help you with in-house level service.

Contact us and we will reach you back in 24 hours