



meteor
GROUP

COMPANY PROFILE

WHO WE ARE?

Meteor Group is a privately owned, fast growing FMCG manufacturing group based in Croatia, boasting a number of strong non-food and food brands. We produce branded value-for-money as well as high quality products and we take great pride in our tradition and know-how.

We are reliable partner to our customers, helping them grow by adding value to their business.

Experience

more than
156
years

Turnover

70m€

Employees

600

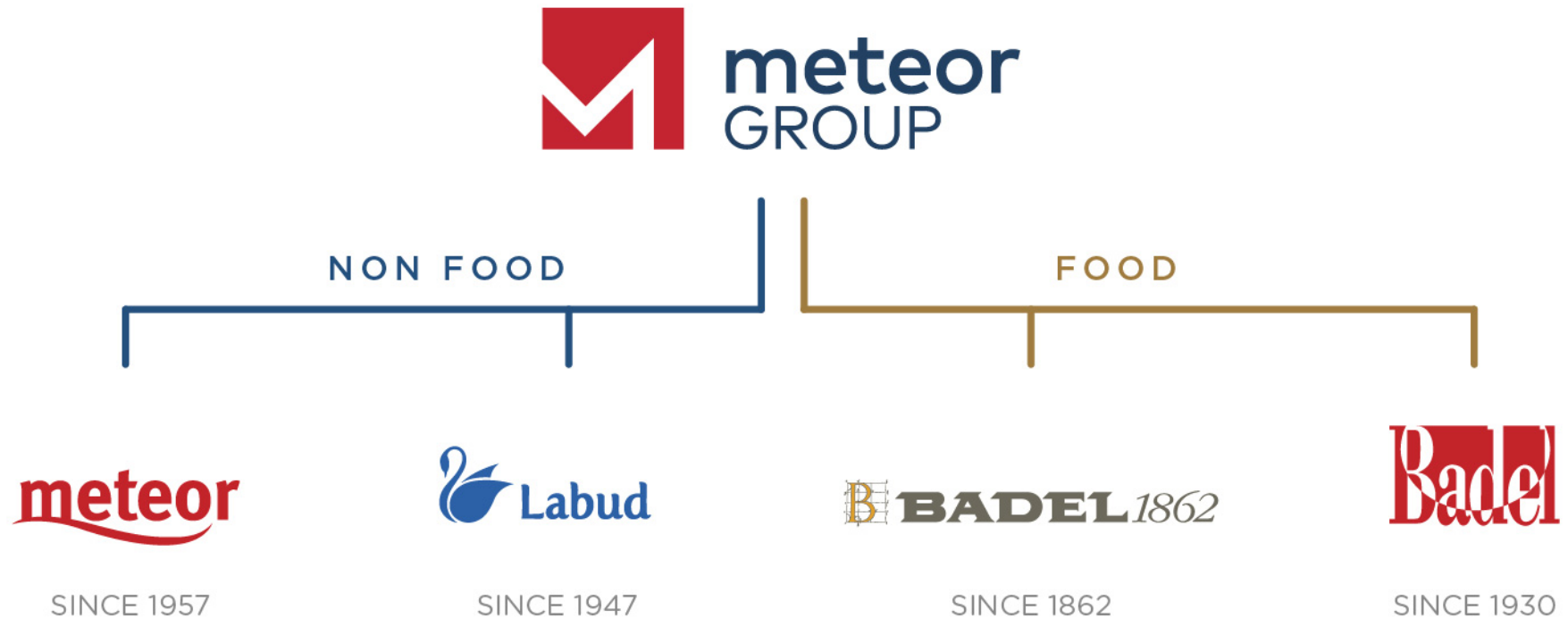
Production
sites

7

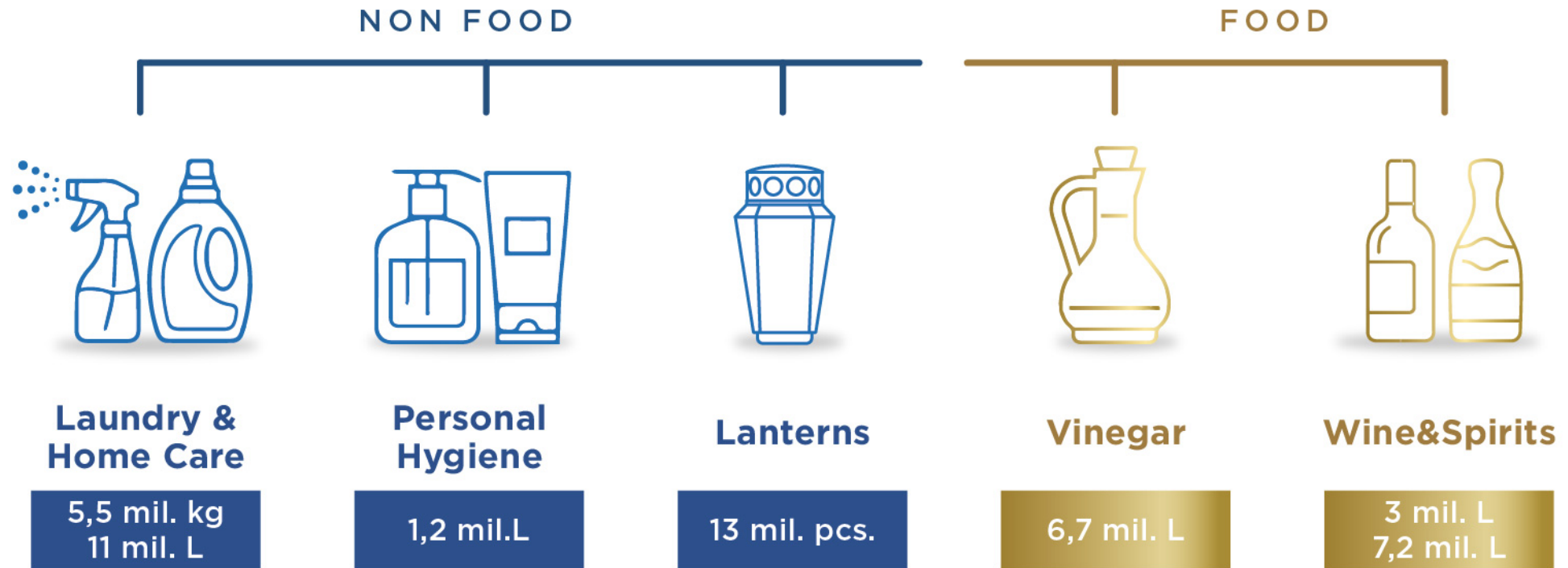
Private Brand
share

25%

METEOR GROUP COMPANIES



2 DIVISIONS 5 BUSINESS UNITS



*TOTAL PRODUCTION 2017

QUALITY CERTIFICATES



OUR PARTNERS IN ADRIA REGION



PRIVATE BRAND EXPERT

Result proven
one stop
private brand
solution for
successful brand
strategy



PRIVATE BRAND EXPERT

1

Market Analysis

- Geography
- Market size
- Category
- Subcategory
- Players
- Price analysis



2

Product Analysis

- Formulation
- Volume
- Packaging
- Design



PRIVATE BRAND EXPERT

3

Product Development

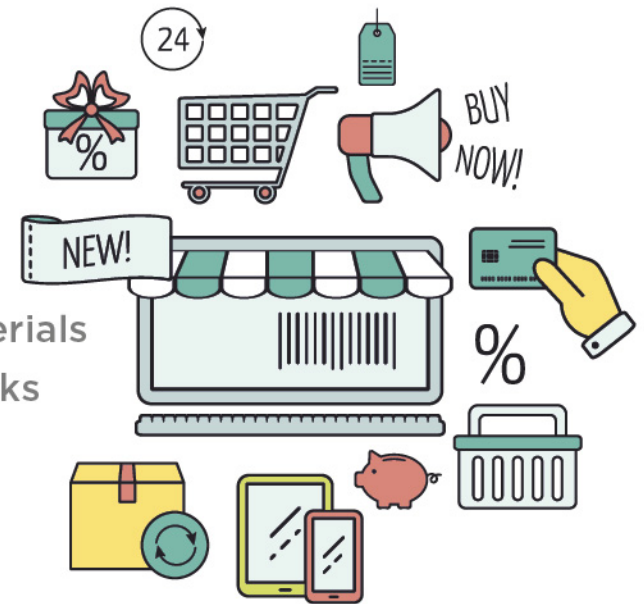
- Cost structure analysis
- Formulation
- Wide size volume range
- Sustainable packaging
- Country regulation implementation



4

Merchandising Activities

- Point of sale materials
- Various multi-packs
- SRP
- Transport units optimization



PRODUCT DEVELOPMENT & POS MATERIAL



YOUR BEST PB PROVIDER

Household cleaners

KONZUM
Mercator



BILLA



SPDI
INTERNATIONAL



SPAR



YOUR BEST PB PROVIDER

Household cleaners



YOUR BEST PB PROVIDER

Toilet and bathroom cleaners

SPAR



KONZUM



REWE
GROUP



METRO



YOUR BEST PB PROVIDER

Laundry care

METRO



YOUR BEST PB PROVIDER

Personal hygiene



PRODUCT
PORTFOLIO

NON
FOOD

HAND DISHWASHING DETERGENTS

VARIOUS FRAGRANCES IN BASIC LINE
LIMITED EDITIONS WITH EXTRA BENEFITS

- Active substance from 5 to 40%
- Different volumes
(500ml, 1l, 1.5l, 5l, 10l, 20l and more)
- MOQ is 5000 pieces



KITCHEN CLEANING & HEAVY DUTY DEGREASING

GRILL AND OVEN CLEANERS AND DEGREASERS
UNIVERSAL DEGREASERS FOR ALL SURFACES
ANTICALC AGENTS

- Cleaning grease from oven and grills in less than 30 seconds
- Different volumes (500ml, 650ml, 750ml, 1l, 5l and more)
- MOQ is 5000 pieces



BATHROOM CLEANING AND REFRESHING

UNIVERSAL BATHROOM CLEANERS
TOILET WC GEL
DRAIN CLEANERS
RIM BLOCKS
TOILET BOWL TABLETS

- Kills all bacteria in less than 60 seconds
- Anti-limescale
- Pleasant scents and eco-friendly acid
- Different volumes (50 g, 62 ml, 500 ml, 750 ml, 1 l, 1.5 l and more)
- MOQ is 5000 pieces



HOUSEHOLD CLEANERS FOR ALL SURFACES

GLASS CLEANERS
FURNITURE CLEANERS & POLISHERS
FLOOR CLEANERS
UNIVERSAL CLEANERS

- Allergen free scent
- Crystal shine
- Different volumes
(500 ml, 650 ml, 750 ml, 1 l, 1,5l, 3 l and more)
- MOQ is 5000 pieces



LAUNDRY CARE AND ACCESSORY PRODUCTS



POWDER DETERGENTS
LIQUID DETERGENTS
SOFTENERS
STAIN REMOVERS
SPRAY STARCH

- Fibre and colours protection – detergent and softener
- Various fragrances
- Different volumes (1l, 3l, 5l, 20l, 3 kg, 6kg, 9kg and more)
- MOQ is 5000 pieces



PERSONAL HYGIENE



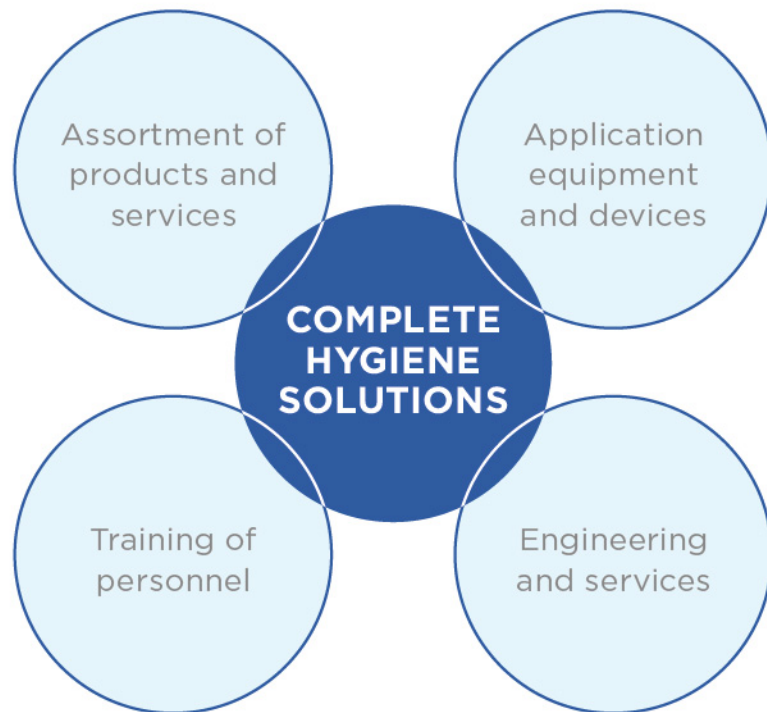
LIQUID SOAPS
SHOWER GELS AND BATHS
SHAMPOOS
BABY COSMETICS



- More than 100 different fragrances
- Different volumes
(500ml, 200ml, 300ml, 1l and more)
- Various pumps
- MOQ is 5000 pieces



PROFESSIONAL CLEANING



- Complete hygiene solutions for more than 400 customers:
HORECA
Food and non food industry
Hospitals
Schools, Kindergartens and Nursing homes
- Assortment of more than 150 high quality and environmentally friendly products
- High efficient solutions which lead to significant cost reduction





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