

TRIAIS

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PRIVATE
LABEL

FOOD

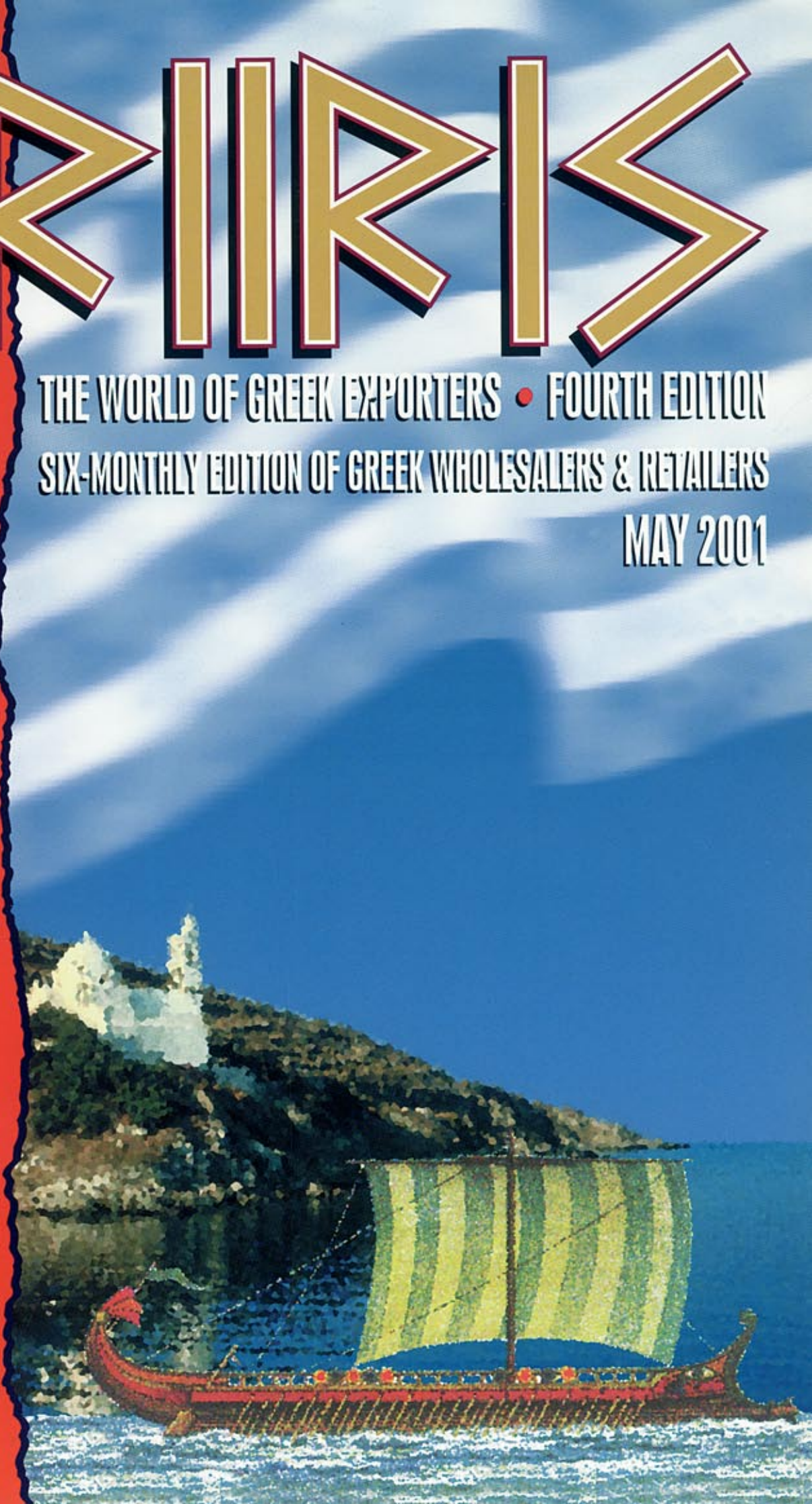
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The well known, historical Pasta Industry "HELIOS" returns dynamically at the scene. The company, after changing its ownership status in 1995, it is now totally controlled by the Panagiotis. Sp. Dakos family, of the well known "Dako's Mills". The Dako's family can show tradition, knowledge and experience on the field of cereal alteration for the last 125 years. The long time successful presentation of Dako's Mills in the market is based on the innovative spirit and continuing investments focused on the goal of continuing renewal of production's installations.

The "HELIOS" company after a period of defining changes, which was creatively used for the reorganization of all company's, actions, is now in a new dynamic consumers' and customers', (wholesalers, mass catering and trading) approaching process. The company's management materialized dynamically investments in the area of fixed installations of the primary (silos), secondary (production and packaging lines) and tertiary (computerization) sector, the past 5 years.

To "HELIOS" competitive advantages we can add the essential production's process verticalization and the well supplying of excellent raw materials. Due to exclusive supplier is the under the same management company, Dako's Mills, Avlon Attika.

The long terming effort of the company's management has already succeeded since the products under the brand "HELIOS" are successfully exported to very competitive markets worldwide earning prizes and awards from international exhibitions and they are earning new market share in the Greek market.

Including to the company's competitive advantages are:

- Sound business firm of its verticalized production structure.
- The availability of high quality raw materials, close to processing installations.
- The production of a huge variety of high quality pasta products. It is very important that various types of pastas are produced exclusively by "HELIOS".
- The total worthiness of different distribution channels globally.
- Your supplier for your succeed Private Label.

To the company's direct strategic choices, are investments focused on the goal of:

- Personnel's training and development.
- Productivity's growth as well as cost diminution.
- Development of innovative products.
- Continuing improvement of the products quality so that they can fit to the changing consumers' demands.
- Penetration to new markets and increased market shares.

In front of the new millennium we feel sure that we will hold on successfully the markets and the consumers demands.



“Helios” brings up... the taste!



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