



## RDP Projects Database (PIKSE)

Postcard Template (MS Word 2003)  
Version 2a – September 2010

**Project Title:** Modernization of a manufactured tomato elaboration company

### 'At a glance'

#### Notes

#### Project Theme:

Choose an item:

Competitiveness of Agriculture and Forestry

Please select **only one theme** per project using the **drop-down menu**. Click once on the grey <text box> for options.

#### Sub-theme:

Restructuring, developing physical potential, and promoting innovation

Please enter **one sub-theme** into the grey <text box>. Please ensure that the sub-theme corresponds to the Project Theme above – see **Annex 2** of the Guidance Note

#### Keywords:

Agri-food industry

Competitiveness

Food quality

Enterprise

Please select **up to 5 keywords** per project from **Annex 3** of the Guidance Note and insert into the grey <text fields> as appropriate.

#### Country/Region:

Greece - Region of Sterea Ellada - Regional Unit of Phtiotida

Please insert the **name of the RDP territory** where the **project is located**

#### Final Beneficiary Type(s):

Choose an item: .  
Non-farm or non-forest enterprises

Choose an item: .  
Non-farm or non-forest enterprises

Please insert **up to two final beneficiary types** using the **drop-down menu**. Click once on the grey <text box> for options.

#### Project Cost:

Choose an item: > €500 000

Please select **one of the cost ranges** from the **drop-down menu**

#### RDP Measure(s):

123A

Please **insert the RDP measure code** into the grey <text boxes>. Provide **ONLY** the numeric code (e.g. 312). Please **DO NOT** insert the title of the measure

#### Duration:

25.11.2009

Please insert the **official project approval date** (month/year)

30.06.2013

Please insert the **project completion date** – actual or estimated (month/year)

#### Last Updated:

01 February 2013

Please use the grey <text box> to insert the **date (dd/mm/yyyy)** when this postcard is completed.

#### Postcard Author:



## RDP Projects Database (PIKSE)

Postcard Template (MS Word 2003)  
Version 2a – September 2010

Emilia Pavlou

Please insert the **name of the person that produced the postcard**

## Main Postcard Text

Please note that you may enter the text below in English or any other official EU language. The ENRD Contact will arrange the necessary translation into English.

### Background (maximum 150 words):

The limited liability company (Ltd) under the name "D. NOMIKOS INDUSTRIAL CAN COMPANY" is a tomato elaboration company. The company headquarters are located in Athens while two production units are situated in Aliartos (Viotia, Region of Sterea Ellada) and in Domokos (Fthiotida, Region of Sterea Ellada). The company deals exclusively with the elaboration of tomato, specializing in sales to industrial buyers for further processing and packaging.

Today, the company is the largest in Greece in raw tomato elaborating capacity, having two factories equipped with the latest technology. Specifically the factory in Domokos is one of the largest factories in the industry in Greece, since it has the capacity of elaborating 2,200 tons of fresh tomatoes and it can potentially produce all kind of tomato paste, pizza-sauce, passata in aseptic packaging etc. Correspondingly, Aliartos factory elaborates 1,500 tons of fresh tomatoes. The company exports approximately the 80% of its annual production which is generally directed to EU countries. Thanks to its long experience in this specific field it has created a loyal clientele who absorbs the majority of its production. The company's clientele consists of some of the largest and most demanding industries in the European food sector such as: Heinz, Unilever, Pizza Hut, Nestle, Orkla Group & Masterfoods. Moreover, it has created partnerships with more than 1,000 manufacturers and offers permanent or seasonal employment to over than 200 people. The current dynamics of the company is reflected on its turnover of about 30.000.000,00€.

### Objective (maximum 100 words):

The main reasons of business decision-making body for the planning and implementation of the proposed project are as follows:

1. Modernization of machinery to meet the current needs of the market.
2. Creation of an additional water tank.
3. Improvement of specific facilities of the existing buildings in order to ensure hygiene and ergonomics.
4. Modernization of the biological cleaning unit and installation of additional machinery for the protection of the environment.
5. Creation of the necessary auxiliary infrastructure and equipment for the proper operation of the unit.
6. Supply of vehicles of inland transportation (Clark).

The sales growth will derive from the increase of the competitiveness that the company will achieve through new modern production infrastructure for standardizing and packaging of products that will be available in the high demand external market (European Union countries).

The procurement of the necessary mechanical equipment aims to install new and modern infrastructure and will result in:

- Ensuring hygiene in production areas.
- Reducing the loss of sensitive products thanks to new ideal storage conditions.
- Achieving production of excellent standard, with all the nutritional values and qualities demanded by consumers.

### Main Activities (maximum 150 words):

The project involves the supply of modern processing and packing equipment in order the existing equipment and especially the line of aseptic packing to be replaced. The new equipment includes a) tomato supply system, b) system of sorting tomato for peeling, c) mechanical peelers, d) machinery processing tomato and e) inland transport means. There is also provision for upgrading the biological cleaning complex in Domokos premises and for building a new water tank measuring 38.20 m long, 10m wide and 5m high. The new tank will allow the company to make better use of water resources. Thus, it can be carefully managed and ultimately saving clean water necessary for the operation of the plant. The concentration of the surplus and the rational management of water will contribute to the reduction in energy consumption by pumping water from the ground while maintaining the ever decreasing reserves.

Furthermore, the project -aiming to serve the needs regarding the rationalization of the company's products- involves a) the extension of the company's ERP system, b) the acquisition and installation of SERVER BLC3000 BLADE for integrated central monitoring of all data referring to production and marketing of plant premises and c) the automation of production lines, namely, automated production line ELDORADO 1 30TN, ELDORADO 2 15TN, laundry line, mixer and system of preparation and distribution of additives for juice concentrators, d) the supply of special equipment for the continuous monitoring of the degree of condensation and temperature of the tomato paste, which enables quality control.

This document is protected, you can only enter text in the spaces provided

### Results and Benefits (maximum 150 words):

The business plan can reinforce the local economy by absorbing primary production and giving a motive to young farmers. The local market of the region will provide the plant with both materials and daily services. The dynamically emerging businesses can stimulate and enhance the local market. At the same time, the local community will also benefit indirectly through the creation of jobs and the expected increase in the number of persons working in the company. The continuous development and modernization of the facility will elevate the quality of products offered. The products having a most modern presentation and being maintained through more safe and healthier conditions will be more competitive. In the meantime consumers will benefit from higher quality production in optimal hygiene conditions, ideal standardization and appropriate packaging which meet international standards.

### Lessons Learnt (maximum 100 words):

### Further Information (enter text or attach any additional documents):

#### Project Location:

|  |   |
|--|---|
| Municipality of Xiniada, Regional Unit of Phtiotida, Region of Sterea Ellada | Please provide more <b>specific information on the geographical location/scope</b> of the project e.g. a project in Estonia might be described as in Võru County, South Estonia |
|--|---|

#### Project Cost:

|   |   |
|---|---|
| 3.600.000€ (Total cost of which EC contribution 1.368.000€ and national contribution 72.000€) | Please insert the total project cost, including if known the breakdown into EU + National + Private funds |
|---|---|

#### Other Additional Information:

### Contact Information:

#### Project Website:

www.agrotikianaptixi.gr (for the total of the Rural Development Programme for Greece 2007-2013)

#### Contact (Name and E-mail):

Petros Nomikos, Petros.nomikos@dnomikos.gr

#### Telephone:

+30 2106858820

#### Additional Contact Details:

#### Language(s) for communication:

Greek, English

Please return the completed postcard to [postcards@enrd.eu](mailto:postcards@enrd.eu) together with a) any relevant photographs and b) any additional documents that you wish to be linked to the postcards.