



# UNITED<sup>®</sup>

## UNITED MILLERS LIMITED

Making your Nutritional needs our priority

### MARKET

United Millers has been one of the largest food manufacturers in Kenya for the last four decades.

United Millers' products are sold through the East African region with a substantial market share in Western Kenya. They produce a wide range of competitive products that cater to all incomes. (25% low income, 60% medium income and 15% high income)

United Millers see the constantly changing markets as an opportunity and challenge for greater efficiency, innovation and continuous improvement.

The company understands the need for a variety of products and has capitalised on that. Providing option for the ever-growing middle class market, to offer convenience and a reliable supply of household essentials all under one roof.

### ACHIEVEMENTS

#### ISO Certification

In 2010 United Millers Limited was awarded the Bureau Veritas (ISO 9001:2008) certification, a symbol of excellence recognised internationally and a valuable asset for the company's management system.

#### Superbrands

United Millers has annually been awarded the honour of Superbrands since 2012 for the

brands quality, reliability and popularity. To be named a Superbrand once again is a great achievement and a strong demonstration of the quality and value of United Millers brands for consumers in Kenya.

#### Industry Resource Efficient and Cleaner Award (Energy + Water Management)

United Millers was awarded the Industry Resource Efficient and Cleaner Award for having implemented systems of conserving energy, power and electricity used in the production process, as well as the water that is used in the milling process. Recently, the company invested in state-of-the-art LED lighting throughout its entire facility, this decreases the plants energy consumption by almost 60%.

#### A Touch of Kenya Mark

United Millers was awarded A Touch of Kenya for producing premium products in the local and international markets. Highlighting the need and demand for top quality local produced milled and bakery products.

### HISTORY

Founded in 1977 from humble beginnings, United Millers Ltd is celebrating its 40th anniversary. The Company has striven to produce quality food products and this commitment has gone a long way in building consumer satisfaction and loyalty.

The company prides itself for being a truly local, great Kenyan business and the anniversary



provides the perfect opportunity to celebrate the heritage they have developed over the last 40 years, overcoming hardships such as:

- Shortage and availability of quality Raw Materials
- High import duty on raw materials and other items
- Depreciation of the Kenyan Shilling

United Millers has adapted quickly and efficiently to the ever-changing food, retail and wholesale markets. Putting in place proactive plans for procurement, production, packaging, storage, logistics and distribution systems. Thus, ensuring that they would be one of the leading food manufacturing companies in the region.

### PRODUCT

United Millers produces and sells products in a range of categories. Chief amongst these are:-

#### Fortified Wheat Flour

- Tropicana Home Baking Flour
- Tropicana Self Raising Flour
- Tropicana Chapati Flour
- Tropicana Atta Mark I Flour



- United Bakers Flour
- Umix Mandazi Flour
- Fortified Maize Flour**
- Jambo Maize Meal Flour

**Bakery Products**

- United Classic Premium Bread
- United Sandwich Premium Bread
- United Soft Buns
- United Sweet Scones

**Fortified Oil and Fats**

- Criso Vegetable Cooking Oil
- Rahisi Fry Vegetable Cooking Oil
- Royale Yellow Cooking Fat
- Bibo Yellow Cooking fat
- Seefa White Vegetable Cooking Fat
- Salina Bakers Fat



**Soap Products**

- Toyo Multi-purpose Bar Soap
- Toyo Naturals Multi-purpose Bar Soap
- Kwanga Multi-purpose Bar Soap



**RECENT**

**DEVELOPMENTS**

United Millers is constantly developing and adding to its product range, in addition to updating its existing products. The most recent developments are:

**New Products:**

- Toyo Naturals range of bar soaps.

**Re-packaged:**

- Tropicana Wheat Flour range
- Umix Mandazi Flour
- Rahisi Fry Vegetable Cooking Oil.

**Re-launched :**

- Toyo 600gms bar soap range
- Freshly baked Soft Buns.

**PROMOTION**

United Millers recognises that consumer interaction is crucial. They have a continual need to highlight their productions, promotions and

events by utilising various media with the aim of reaching out to the ever-growing market. They do so by:

Placing adverts in print media such as Lifestyle Magazines and Directories.

Outdoor advertising through walls branding and placing posters on shops.

Online customer engagement through interactive social media and their up-to-date website

Special basket offers and in-store promotions.

Product sampling and demonstrations in stores, allowing consumers a chance to taste the product and give valuable feedback.

**SPONSORSHIP**

United Millers believes in showing their support of sporting events that promote

sportsmanship in the region.

The two of the major sports they support are:

**Rugby** - United Millers is a major supporter of the Kisumu RFC Rugby and is the driving force behind them striving to qualify for the Kenya Cup Series.

**Golf** - United Millers annually organises and sponsors the The United Western Kenya Golf Clubs Championship, which is a two-day tournament drawing professional clubs and golfers from the Western and Rift Valley region.

**Corporate Social Responsibility**

United Millers has a strong commitment to improving the community. They feel it is their privilege and duty to take on social responsibilities. They invest in community initiatives, supports various orphanages within Kisumu County. Their aim is to help and empower orphans through food donations and educational support. They also refurbish and donate PCs to schools helping promote computer literacy and facilitate learning.

**BRAND VALUES**

**VISION**

To be the leading manufacturer of high quality products within the East African region.

**MISSION**

United Millers is committed to use high quality inputs, latest process technologies, highly skilled man power, affordable price control for all products and continual improvement of their Quality Management System. They continue to grow and expand their business to keep pace



with the demands of the growing population and its needs, enriching the lives of all stakeholders.

**CORE VALUES**

- Customer Focus
- Quality
- Professionalism
- Teamwork
- Integrity
- Social Responsibility and Environmental Concerns



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**Things you didn't know about United Millers**

- United Millers is celebrating its 40th year anniversary.
- United Millers was one of the first companies to carry out a Fortification Programme and have managed to fortify all their Flour, Oil and Fat products.
- United Millers is among the first to use full colour print product packaging for its flour brands