

# PATENTS AND CONTINUES TO IMPROVE OUR PRODUCTS



**PIOTR BARCZAK**, President of  
P.H. Royal Sp. z o.o., talks to "Polish Market".

**PM** For 26 years P. H. Royal sp. z o. o. has been importing, exporting and manufacturing luxury food products. It is a family-run business with exclusively Polish capital. Please tell us how it all started.

The company began trading in 1991. At that time making a phone call to Germany required placing the call through a telephone exchange, and any trip abroad required a visa and passport. From the beginning, Royal has been importing olives under its own Royal Brand and tinned tropical fruits, such as rambutan, lychee, breadfruit. Many of these products appeared in Poland for the first time. P. H. Royal sp. z o.o. was the first importer of olives to Poland after 1989.

**PM** But later the company began manufacturing spices according to its own patented utility model.

Yes. We succeeded in placing these products in many delicatessen stores. Thanks to the co-operation with customers we developed a product offer containing in excess of 200 spices. We also designed a mahogany spice rack enabling stores to display our products in an attractive way. Proprietary Royal Brand mixes, such as wild chicken or scrambled eggs with chanterelles soon found favour among consumers.

Currently, our offer also includes original containers with flavoured salts from different countries, chestnut products and organic coconut flour and coconut sugar. The packaging of Royal Brand spices is also a patented

utility model, protected in the entire European Union.

**PM** You mentioned patents. How important to you is patenting products and ensuring their quality?

Both quality and patents are very important. The company holds a number of patents and continues to improve its products. For example, we have launched an innovative cardamom, guarana, cinnamon-flavoured drinking chocolate. Recently, one of the American retail chains said that the Royal brand organic chocolate with guarana was a product never seen by them before.

Many products enjoy popularity among customers. For this reason, since 2009 the company has been receiving the Mark of Quality (2009, 2010, 2011, 2012), the Silver Quality of the Year and finally the Gold Quality of the Year in 2014. These prestigious awards were granted by the Chapter of the Quality of the Year Mark under the patronage of the Dziennik Gazeta Prawna daily. We have also received the Eco Quality of the Year Award.

**PM** Where can we find your products?

The customers of P.H. Royal sp. z o.o. include the best stores in Poland, such as Piotr i Paweł, Carrefour, E.Leclerc, Intermarche, Stokrotka.

**PM** And what about other countries?

I must add here that P.H. Royal sp. z o.o. also delivers its products to Poland's key food

manufacturers. Thanks to direct contacts in Guatemala, Madagascar, Papua New Guinea and Indonesia we are able to maintain the required quality of spices and low prices. We specialise in importing difficult products, including vanilla, although our import portfolio contains over 260 assortment items.

As regards foreign markets, we sell our products in Central Europe. The company has been presented with the "Golden Bison" award for export to Kaliningrad in Russia. Our representatives are often invited to various fairs. Sometimes we are the only company representing Poland. This was the case in Paraguay and Guatemala. We are a frequent visitor at fairs in Italy and Germany. Recently we presented our products at the Biofach Exhibition in Nuremberg, in a stand shared with the "Polska Ekologia" Association, where we are an active member.

**PM** There is no doubt that P.H. Royal sp. z o.o. enjoys excellent reputation and has conquered the palates of its customers with its products. What now?

We want to develop. We are developing new innovative spice products, and planning the implementation of new products storage methods, especially for those most expensive and difficult to store. Certainly, we are strengthening our co-operation with domestic agricultural producers and planning to increase the company's production capacity by modernising our plant.