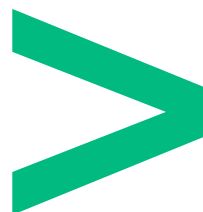


**COTECNA
ACQUISITION
SPOTLIGHT**
SHIVA ANALYTICALS

SHIVA

Part of the Cotecna Group



Discover an inspiring partnership success story between Cotecna and Shiva Analytics, one of our key acquisitions.



Shiva Analytics, one of our key acquisitions, is partnering with Cotecna in testing of various commodities like **rice, tea, coffee beans, red lentils, butter, SMP, gherkins and jalapenos, cumin saeds, fennel seeds, and spices.**

The Cotecna-Shiva partnership provides customers with a complete service offering, specifically, COC from Cotecna and COA from Shiva.

Testing customer food samples is a crucial aspect of quality control, ensuring that food products are safe, high-quality, and meet the expectations of consumers and regulatory authorities. Food testing provides several advantages, both for the consumers and the food industry. **Here are some key benefits:**



QUALITY ASSURANCE

Ensures that food products meet the specified quality standards. It also helps in identifying and rectifying any potential issues in the production process.



COMPLIANCE WITH REGULATIONS

Helps food businesses comply with local and international regulations related to food safety and quality. Reducing the risk of legal and financial consequences due to non-compliance.



SAFETY ASSURANCE

Detects contaminants, pathogens, or other harmful substances that may pose a health risk to consumers. Helping ensure compliance with food safety regulations and standards.



PRODUCT IMPROVEMENT

Provides valuable feedback for producers to enhance the quality, taste, and overall characteristics of their food products. Allows for continuous improvement in manufacturing processes.



CONSUMER CONFIDENCE

Builds trust and confidence among consumers in the safety and quality of the food products. Demonstrates a commitment to customer satisfaction and well-being.



LABEL ACCURACY

Ensures that the information on the food product labels, such as nutritional content and ingredient lists, is accurate. Prevents misleading or false advertising, promoting transparency.



COST REDUCTION

Identifying and addressing issues early in the production process can prevent costly recalls or legal actions. Reducing the risk of wasted resources by catching quality issues before products reach the market.



MARKET COMPETITIVENESS

Differentiates a brand by highlighting its commitment to quality and safety. Can be used as a marketing tool to attract more customers and gain a competitive edge.



CUSTOMER SATISFACTION

Ensures that customers receive the products they expect, leading to higher satisfaction and brand loyalty. Reduces the likelihood of negative experiences and customer complaints.



PUBLIC HEALTH PROTECTION

Guards against the spread of foodborne illnesses by identifying and eliminating potential hazards. Contributes to overall public health by promoting safe and wholesome food consumption.

How long has Shiva been working with Cotecna?

Shiva has been working with Cotecna for the last 5 Years. Shiva was founded in 1997 and provides a range of solutions across numerous sectors, including food and beverages, minerals and ores, fuels and oil, pharmaceuticals, and industrial hygiene. Its acquisition was completed on 5th September 2018.

Before the acquisition, what challenge did Shiva face?

Shiva was losing business because some of our clients were looking for COCs and they were in contact with competitors that provided COCs.

How has the acquisition addressed this challenge?

The Cotecna-Shiva partnership enables us to offer clients a complete service package with both COC and COA.

What future partnership opportunities are you excited about?

In the future, we expect the Cotecna-Shiva partnership to help us win more customers.

Thank you for answering our questions and sharing how partnering with Cotecna has enhanced your business. We look forward to hearing more partnership success stories in the future.