

## EFA & PRODYN – a story of success

**Efa/Prodyn have become today, without question, a success story within a short time**

Around 1000 employees contributing to the company success, as well as to their families' welfare. EFA/Prodyn is the main employer in the area, contributing positively to the community...

Page 2



Moments from the End of Year party

Pages 10-11



***Our working environment is always shining, thanks to the never-tiring hands of our cleaning ladies.***

It is their engagement and commitment, assuring the cleaning, as well as cheering us up with their smiles...

Page 9

## THE QUALITY CONTROL - "Satisfaction filter"



*On the production lines, we see some of the colleagues, who have stamped on their uniforms the sign "Quality Control". What do these employees represent?*

The same thing happens with customers of our shoes all over the world. First, they take the shoe in their hands and check details. If something does not meet their expectations of quality, obviously they may not choose our product. The same thing happens to us when we buy goods. The quality controllers ensure the full satisfaction of our customers. This team is responsible for capturing the non-conformities on time; notifying the responsible...

Page 3

# EFA & PRODYN – a story of success

One of my best friends and also one of the most professional I've known, five years ago told me that she had established a shoe production and export company, supplying German market. The business was doing well, so they were planning to open their own production factory. I am an enthusiast by nature and fully believe in experts, but at the moment I thought "Is Albania really the right country for such enterprise?" Now I see she achieved her vision in such a business climate: a difficult market, lacking knowledge on shoe production, regulatory, taxes, public administration...

**Efa/Prodyn have become today, without question, a success story within a short time:**

- Around 1000 employees contributing to the company success, as well as to their families' welfare. EFA/Prodyn is the main employer in the area, contributing positively to the community;
- Continuous development of employees, professional growth in accordance with the standards of our international clients;

- Setting new standards at work for the market, a company build on values;
- Over 6 million consumers in Europe, North America and other countries, use the shoes produced here, making the "Made in Albania" products, worldwide known;
- We cooperate with 6 most important worldwide clients of the field;
- Classic departments of cutting, stitching and mounting, are now supported by others which have a significant role on increasing company's performance: SOP, Quality Assurance and Complaints, Training and Development etc.;
- Our performance has convinced clients to trust us, with the full production of samples for simple and complicated shoes.

As a matter of fact, there is something special within our DNA – we do not know how to stand still, we want to run like in the marathon, in partying and enlarging the scope of our work.

More ambitious & challenging projects are expected this year. We are EFA/Prodyn, achieving every target and winning over any challenge.

Sky is not the limit.....

*Prepared by: Përparim Tushaj*

## EFA & Prodyn growth in 2015 - 2019





# QUALITY CONTROL

## "Satisfaction filter"

On the production lines, we see some of the colleagues, who have stamped on their uniforms the sign "Quality Control". What do these employees represent? All of us, in the role of the customer, when making a purchase we do check carefully any detail and the quality of the product we want to choose.

The same thing happens with customers of our shoes all over the world. First, they take the shoe in their hands and check details. If something does not meet their expectations of quality, obviously they may not choose our product. The same thing happens to us when we buy goods.

The quality controllers ensure the full satisfaction of our customers. This team is responsible for capturing the non-conformities on time; notifying the responsible people to take necessary actions, and in collaboration with quality control managers they solve problems without interrupting the production.

At the end of the day, this team ensures that our clients are always satisfied!

Part of the team's job is to review customer/clients complains and take the necessary steps to improve, especially not to repeat the non-conformities.

The team works based on the international standards of our clients and ISO 9001: 2015 "Quality Management System", to fulfill our mission on quality, offering precise services and quality products to clients, for a complete consumer satisfaction.

*Prepared by: Dajana Muho*





# Cutting- The first cornerstone

Our company, in a short time, has reached the top and managed to become one of the largest companies in the country. During 2019, Prodyn produced over 1.4 million pairs of shoes. The starting point of every single pair is at the cutting department, one of the leading teams in our factory. We can surely say "The first cornerstone has been placed here!"

**The priorities for our team are set by managers, focusing on our main objectives:**

- High Quality in compliance with required standards;
- Low consumption of material; and
- Productivity.

Being organised and collaborating with each other, brings a lot of high quality work. The fact that our clients are from different European markets, shows their trust on the great job we do here.

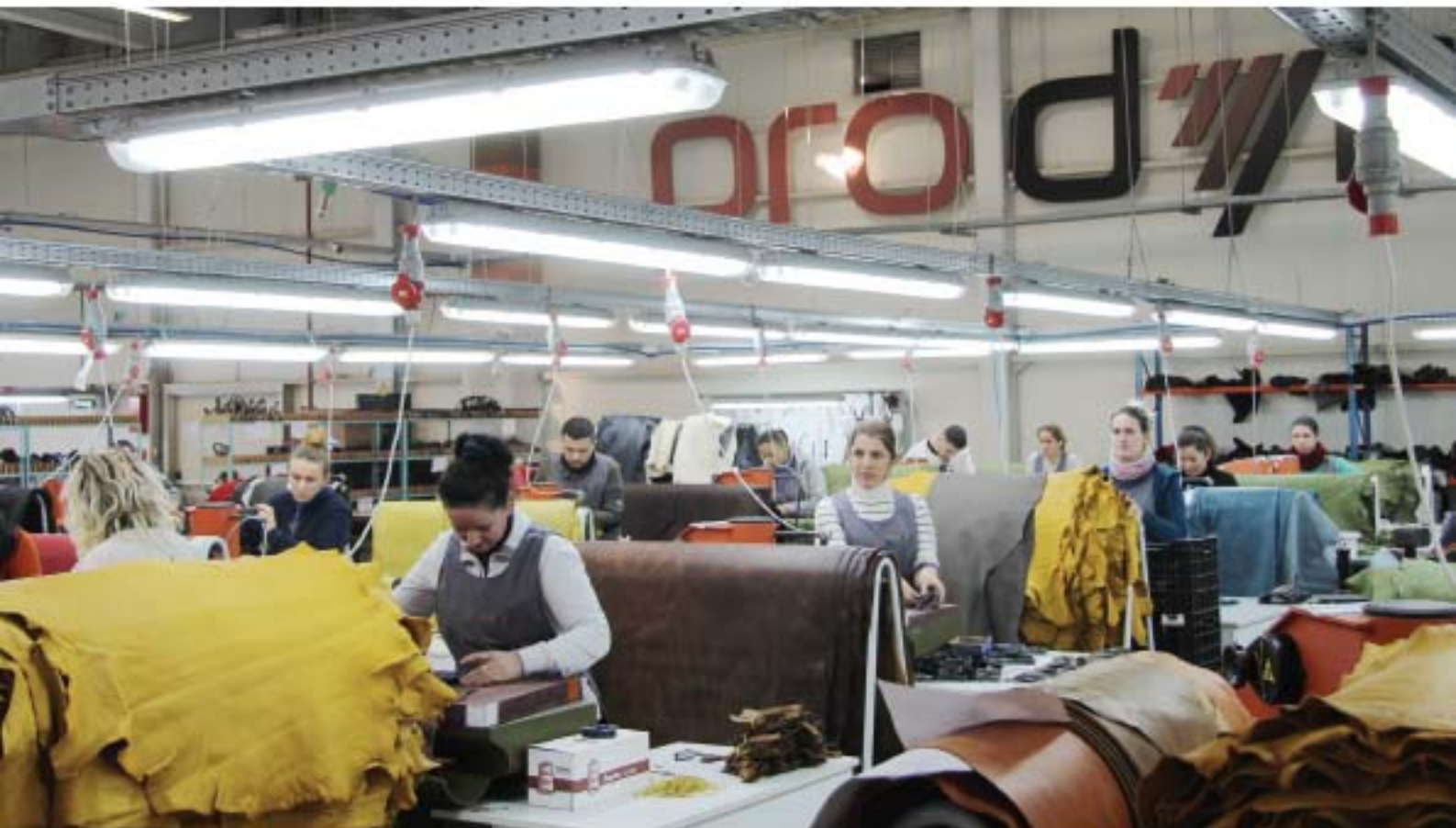
The cutting team has achieved its following objectives:

- Our team has grown from 15 employees to 86, creating a department of four working groups;
- In these years, we prepared for production about 700 articles. In practical terms, the cutting team has treated 1.4 million m<sup>2</sup> of leather, as much as we could cover 170 football fields;
- We already prepare materials for 10 stitching lines, and
- We achieve our targets within the agreed timeline, to make sure the other departments are supplied properly and that the work is not interrupted.

Our goal for this year is to increase the efficiency of leather use. Thanks to our dedication and quality work, clients appreciate what & how we perform our tasks, and trust us to produce their own brands.

With hard work, dedication, and commitment, WE, Prodyn will always bring us the best!

*Prepared by: Rozalinda Kallushi & Ilir Llani*





# | Let's make our lives easier

Examine and study the past as the starting point for shaping your future.  
This is the mindset that the stitching lines of PRODYN factory have for 2020.

The year we left behind is considered a successful one for the stitching team. Ten healthy lines focused on achieving quality, quantity and delivery dates. A satisfying performance from our lines, that has been translated into more work orders for this year by their respective clients. This shows that clients have grown even more confident in PRODYN and the standards we offer.

There are several reasons for this success. One of these is the improvement of the SOP department, with "new blood", combining many years of experience with new perspectives offered by newly hired students. We can mention the novelty of installing intermediate controllers on the stitching lines, who prevent errors from going all the way to the end. Also, the leather controllers which stand prior to laying the details of the article, have made it possible for the conveyor to move in a smoother and more qualitative way. Another particular reason was the preparation system, which made it possible for the lines not to be overloaded with processes. Continuous training on the other hand, also shows that the improvement of employees is the most valuable objective for this factory. Our 2020 purpose is very clear: "Strengthening the Triangle of Quality - Quantity - Delivery on time"



The focus will be on increasing the training of PRODYN employees and also improving the sectors that are a great help to production.

This means that those responsible for the staff training and development, will always be looking for improvement. Collaborating, we will increase our performance and our standards. Let's make our lives more successful and easier, by working even harder with ourselves this year.

*Prepared by: Reixhi Memo*



Our 2020 purpose is very clear:  
"Strengthening the Triangle of Quality - Quantity - Delivery on time"



# Don't leave for tomorrow what you can do today. Do it now and do it well!

## We are a strong team! But is there room for improvement?

Despite our successes and achievements, there is always room for improvement. An important point is the training of new employees, which join us day by day. We, at Prodyn, combine modern technology with craft work. To each new member are given the appropriate instructions, regarding the use of work tools, necessary techniques for the work process, and technical assurance. Also, another priority for us are the instructions for each employee regarding the maintenance and monitoring of the machinery.

## Strengths

Communication and collaboration, are our two strongest points which also affect our work. We communicate every day, but the difference lies in how we communicate with each other, with respect & honesty towards ourselves, colleagues and work. The quality of communication determines the quality of our work. Successful and effective communication, results in understanding, agreement, problem solving, higher productivity, and teamwork sharing experiences. Collaborating with each other is also crucial, because more ideas you have on the development of processes, more easy is to implement them. Consistent team work has ensured our success.



## Our focus: Quality and productivity

Setting objectives helps us to put our efforts on clear goals and to measure success.

"Don't leave today's work for tomorrow, better do it now."

We set realistic and challenging goals, clear to the team and measurable in the short or long terms.

*Prepared by: Adriana Hasa & Elton Dervishi*



## We do "ShoeArt" !

The department that functions as the bridge between the Stitching and Mounting Departments, today counts over 30 workers which are organized into 3 groups, and performs a series of important processes in shoe manufacturing.

Over the past year, this unit has made significant progress in some respects, which has had a significant impact on the production and quality progress, of the final product.

- Strengthening the quality control of the work from subcontractors, ensures that everything produced by the hand-stitching team, is of high quality and only then it can move on to the next process. Any element that does not pass the control, returns to the hand-stitching process, until we get the desired high-quality result.
- The Hand-Stitching Department follows a clear program, which dictates the order of plans to be passed on to production and the dates on which they should be ready to enter production lines.
- This team is distinguished for sharing on time the information on the status of each plan with the production coordinator, the planning department and all the sections involved, thus ensuring ontime response to any problems.
- Increased coordination with mounting lines and exchange of information with this department, has provided a significant improvement in the timely transfer of plans from hand-stitching to mounting, paying particular attention to the priority of time.

A key element that characterises this department, is the excellent communication among its members, which has a direct impact on the productivity of this team.

*Prepared by: Selvie Sulaj & Julian Palluqi*



*Everything has always been done towards the standardization and organization of production. Contributing to the regulation of the factory infrastructure, setting up tables for technical assurance, explanatory signs for rules and first aid.*



## The Mechanics, or the company's musketeers

**Mechanics department, led by the Chief Mechanic Suel, based on the functions that each member performs at the factory, performs its duties in two sections: mechanics and electricians.**

Androklil, nickname Kiu, is the Wander Man. He is responsible for dealing with various factory repairs, as well as mechanics and electricians, who are always ready for every need in all units.

Everything has always been done towards the standardization and organization of production, contributing to the regulation of the factory infrastructure, setting up tables for technical assurance, also explanatory signs for rules and first aid. It is worth mentioning our commitment in producing on time the auxiliary tools for production needs.

Some other targets achieved for 2019 are: construction of new units, such as construction of the pre-preparation section, (stamping machinery), arrangement of the warehouse for adhesive materials, built according to technical conditions, also the addition of a new sewing line, as well as expanding the factory into new areas.

Knowledge is what our mechanics never lack. Dedication and the willingness to work, is what makes them a key factor in the progress of our work.



# | THE HEALTH SERVICE

## Our Health comes first!



**"A wise man should consider that health is the greatest of human blessings ..."**

*Hippocrates*

The focus of Health Service at Prodyn for the past year, has been to create the culture of personal care, as well as the implementation of Health & Safety Regulation at work, from all of us.

There were 8,000 medical checkups of men and women in our Health Center last year, starting from acute diagnoses, epidemiologies, such as infections of the respiratory system ways, issues with the bones and cardiovascular problems. All the cases of illness are treated and followed up by our inhouse staff till the final cure or further specialist treatment. At same time, we have paid continuous and special attention to chonical diseases cases, by following up-monitoring-consulting and treating as per need.

Encouraging and monitoring checkups for employees who profit it by law, consulting and treating with medication in cases of need has been another engagement during last year.

In 2019 we started the monitoring of the medical permits, verifying the cases in need in collaboration with Regional Directorate of the primary service, and exchanging info with doctors who issued these medical permits. Monitoring will continue with detailed follow-up for the medical permits handed over to Human Resources in 2020 as well.

The use of personal protection equipment (protection masks, earcups to protect from noises, protection hats within danger areas), personal hygiene & cleanness rules, as well as respecting the environment, have been of outmost importance for our health and safety at work.

*We are here amongst wise people who consider "health as the greatest of human blessings".*

*Prepared by: Ilta Sinojmeri & Denajda Hoxha*



**"We are with you in every team, respecting each other and our common environment!"**

Our working environment is always shining, thanks to the never-tiring hands of our cleaning ladies. It is their engagement and commitment, assuring the cleaning, as well as cheering us up with their smiles, as many times as we need their help and support. Sometimes, caught in the middle of running from one task to another, we might forget to say "Thank you!" but from the bottom of our hearts you have always a big: Thank you and well done!



# | We continue to work hard and celebrate beautifully

The end of year party was wonderful, a perfect organization, full of positivity and vivacity, also the team was united and surrounded by executives who make everything possible for us.

The New Year couldn't start better for us than attending that beautiful party.

It was definitely memorable and the best motivation to get the job started and make the most of this year.

*Magda Konomi*

I had the best impressions, a well-organised party, to be remembered.

*Ildi Luzi*

Prodyn always achieves the best. Just like every year, even this time, the employees were happy and in full harmony. The end of year party, made us feel the warmth of our big family.

*Ilir Llani*





The end of year festive party was the first one for me. I had great impressions, a great organisation with a beautiful atmosphere of harmony between colleagues and friends.

*Frensis Hoxha*

Hello staff :). On the occasion of the December 21st celebration I, as a new member in the team, have been very delighted with the atmosphere and the organisers. Let's have celebrations and happy times always! Cheers for many years to come!

*Iban Ziko*

I would describe the atmosphere of the festive party as a warm and very pleasant one. I would describe it as something memorable, because I have danced endlessly.

*Elsa Çenga*



*Përgatiti: Blerina Kastrati*



# Training and Assessment Center 1 year of work and development

One year is not a very long time, but for TAC (Training and Assessment Center) it has been very intense. 50% of the employees have gone to TAC for testing, training and developing their skills. TAC has helped to raise the professional level of factory workers: 50 stitchers have professionally grown to 1 level higher, 15 of them reached to level 3. Assessment has also been an important step for TAC: 549 employees are evaluated and re-evaluated over the course of a year. These assessments, have served as the basis for further training, adjusting pay levels and fostering occupational Health & Safety rules.



Only after being evaluated at the appropriate level, new employees do continue to work at production lines, where the pursuing of adaptation and their further development is one of the objectives of TAC. The focus during last year has been on stitching department. This year TAC will continue training & development of the employees from other departments as well.

Do you want to add value to your work?  
**The first step is training and development.**  
WELCOME TO THE CENTER!

*Prepared by: Alfina Qose*

## FOKUS STAFF



**Rozalinda KALLUSHI**  
Administrative  
Coordinator,  
Fokus team  
leader



**Denajda Hoxha**  
Human  
Resources



**Julian PALLUQI**  
Planning  
Department



**Adriana Hasa**  
Production  
Department



**Reixhi MEMO**  
Operation  
/SOP



**Alfina QOSE**  
Training &  
Assessment  
Centre



**Përparim TUSHAJ**  
Consultant



**Dajana MUHO**  
Operational  
Department



**Blerina KASTRATI**  
Operational  
Department



Follow us on  
Facebook

SCAN THE QR CODE