



Socially Responsible Investing in West African natural wealth

Bringing new solutions to old problems in the shea butter industry market.

We aim at solving problems of our customers and at the same time capturing more value for the women in rural areas of West Africa by redesigning the value chain

Quarterly News

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A new packaging

Solidity Trade has developed for the year 2010 a new packaging that will be more durable for our buyers that requests some ever higher quality in the goods they expect to get from us. The carton boxes will be replaced with plastic pails.

A new logistics

In order to ship our unrefined shea butter to our clients more efficiently. Solidity Trade has invested in warehouses all over the Northern American market. In the year 2010, Solidity Trade will have 6 warehouses and will deliver within 1 business day

A new product

Solidity Trade is now developing a new product derived from the unrefined shea butter : shea oil. Shea oil is a new product that will have better applications to incorporate in new skin care products The product will be available in bulk and small bottles of 0.5 L

A new certification

Solidity Trade is now done with the process of organic certification and we can label our unrefined shea butter NOP USDA. However our effort to continue the fair trade certification continues with the company IMO. The certification should be done by the first quarter of 2010

A new country

Solidity Trade has been focusing on the Northern American market lately by providing the best to its US and Canadian buyers. The new move now will be to start the business in the United Kingdom during the second quarter of 2010.

A new team

Solidity Trade will welcome during the year 2010 new members that will help to spur the growth of the business and enable to reach the goals of the year 2010, which is 100 new jobs in Tamale, Northern Ghana.

Pricing Information

Segmentation and Pricing

- Solidity Trade sells unrefined shea butter in bulk and packages it in boxes of 50 lbs each
- There are 3 segments in the wholesale business that Solidity Trade serves :
 - Segment 1 : under 1 ton
 - Segment 2 : from 1 ton to 3 tons
 - Segment 3 : Above 3 tons
- Solidity Trade prices its shea butter according to the volume the customers buy:
 - Segment 1 : 2.00\$ / lb + Shipping charges
 - Segment 2 : 1.80\$ / lb + Shipping charges
 - Segment 3 : 1.50\$ / lb + Shipping charges



Shea Nuts from West Africa, the very first ingredient to produce shea butter, which will improve the lives of hundreds of women in Africa

Partnership

- For customers who are buying frequently from Solidity Trade, a partnership can be arranged in order to generate mutual benefits (only in Northern America)
- For customers who are willing to buy from Solidity Trade in Asia, a specific partnership will be tailored this summer 2009 to benefit from the same advantages the Northern American market has

References

Please don't hesitate to contact our partners and ask them more questions :

ECOCERT - NOP USDA Certifying Company

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