



FOUNDED IN 1955

GET TO KNOW
US!

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PRESENTATION GUIDE

EVERYTHING YOU WANT
TO KNOW ABOUT US

- Why are we here?
- Who are we?
- What do we do?
- How we do it?
- Our numbers
- Where are we?



WHY?

OUR AIM IS TO MAKE YOUR
HOUSEHOLD TASKS MORE
ENJOYABLE WITH A LITTLE BIT OF
STYLE

Household tasks are not always pleasant
and yet necessary and repetitive.
Why not make them as pleasant as
possible, through practical, effective
space-saving and fashionable items?





ALWAYS REMEMBER!

PEOPLE DON'T BUY WHAT YOU DO;
THEY BUY WHY YOU DO IT.

**- SIMON SINEK, AUTHOR AND
ORGANIZATIONAL CONSULTANT**

WHO?

FROM PAST....

Sonecol was founded in 1955, then devoted to the manufacture of products made in tin and metal sheet. In the 70` the increase in the plastics processing industry, led to the replacement of most of the articles manufactured then, which led to a total conversion of the company, resulting in the existent industry.



...TO PRESENT

At the present day, SONECOL dedicates to the manufacture of ironing boards, clothes dryers, ladders and other household items.

It remains a family company. The main goal is the correct interpretation of the customer`s needs and market`s, as well as their satisfaction.

To that end, the administration bases its efforts on the continuous updating of technology, environmental preservation and a special attention to its social function, whether in respect of all employees, whether in the community where is located.



THE BRAND AND OFFERING

Sonocol is one of the most well known european manufacturers of ironing boards, clothes dryers and other items of domestic use.





IRONING BOARDS

**INNOVATIVE, EFFICIENT,
TRENDY**

Our ironing boards are designed to combine quality, ergonomics and a trendy design.



OUR RANGES

1 - ECO

2 - PLUS

3 - OVAL

4 - LUX

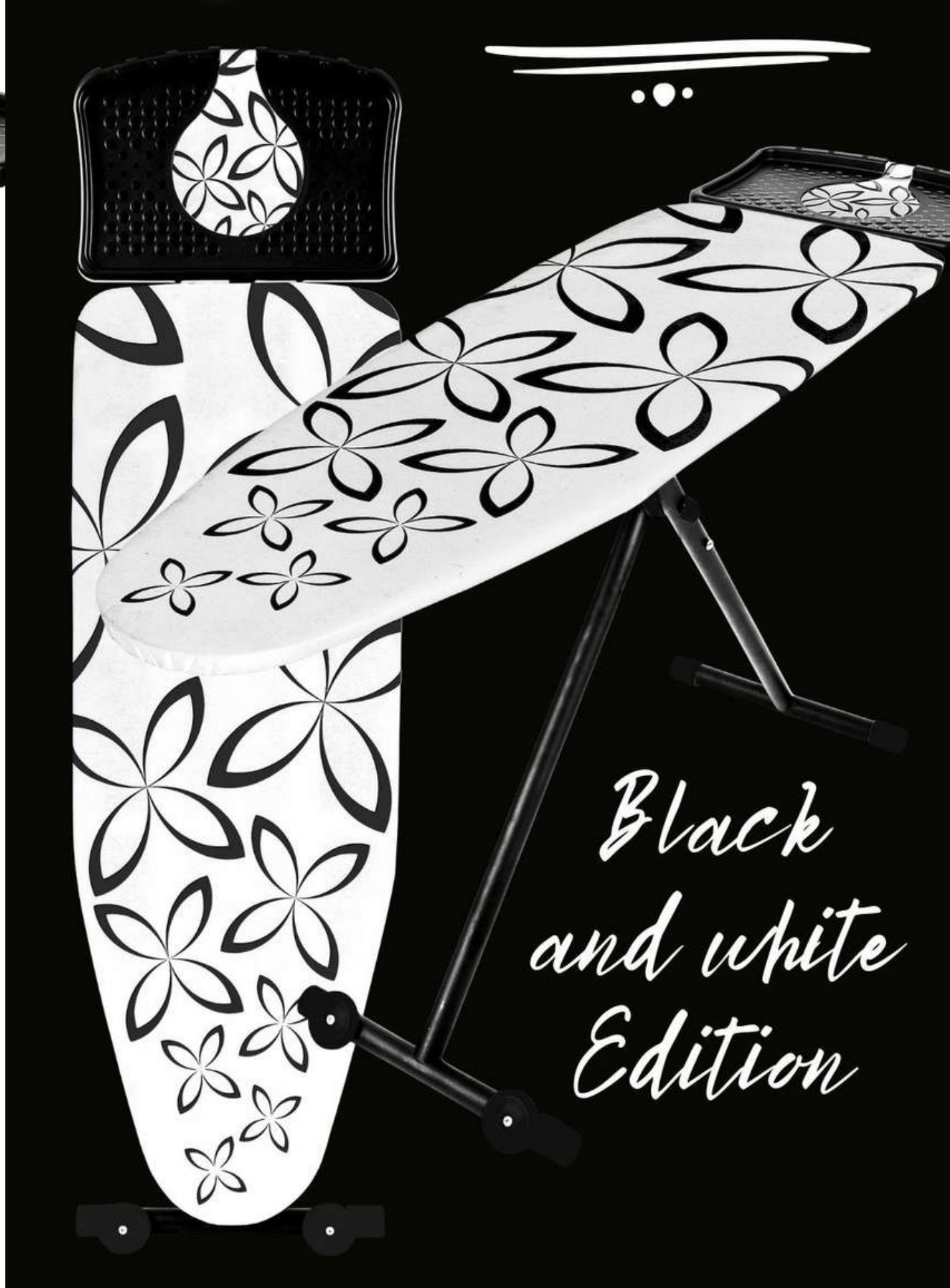




EXCLUSIVE DESIGNS



*Black
and white
Edition*



*Black
and white
Edition*

*cesar
premium*

EXCLUSIVE DESIGNS



Place your logo here



Customizable colours, patterns and iron rest



CLOTHES DRYERS

PRACTICAL, SPACE SAVING,
MODERN

Presenting a wide range of clothes
dryers, Sonecol will have the answer
to your needs!



OUR RANGES

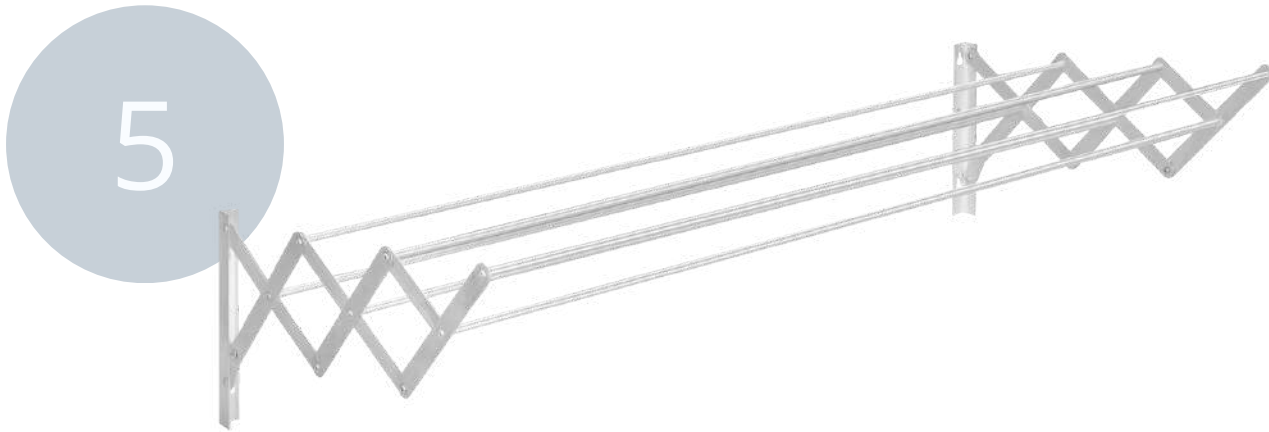
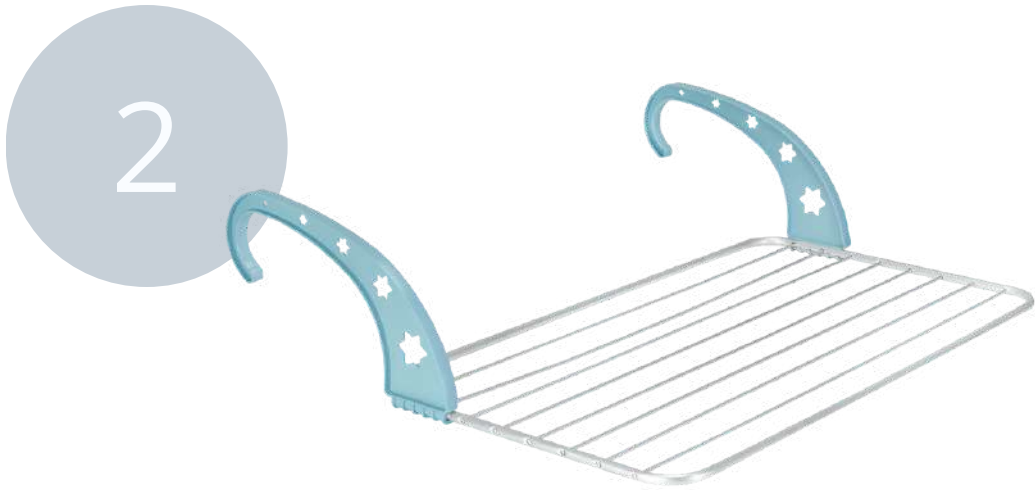
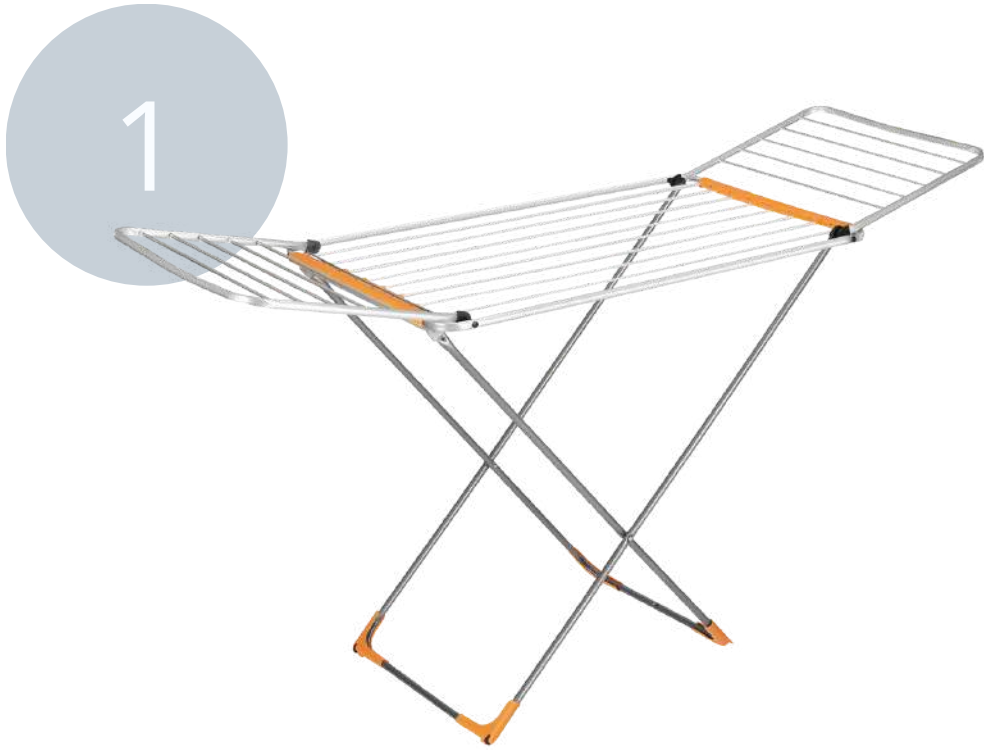
1 - FLOOR

2 - BALCONY

3 - RADIATOR

4 - CEILING

5 - WALL





LADDERS

ROBUSTS, ACCORDING TO EUROPEAN SAFETY REGULATIONS

Our ladders are designed to combine quality, ergonomics, a trendy design, always in compliance with the European safety regulations.



OUR RANGES

1 - STEP STOOLS

2 - STEP LADDERS



1



2





OTHER PRODUCTS

RANGE ADD-ONS

Products that complement our offer



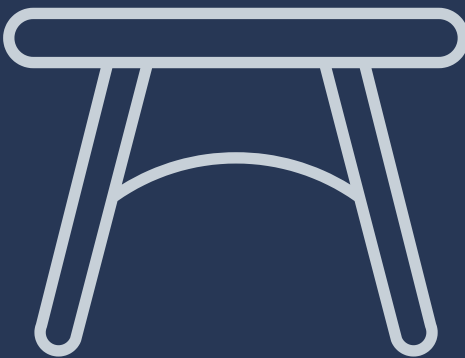
OUR RANGES

1 - PROMOTIONAL SETS

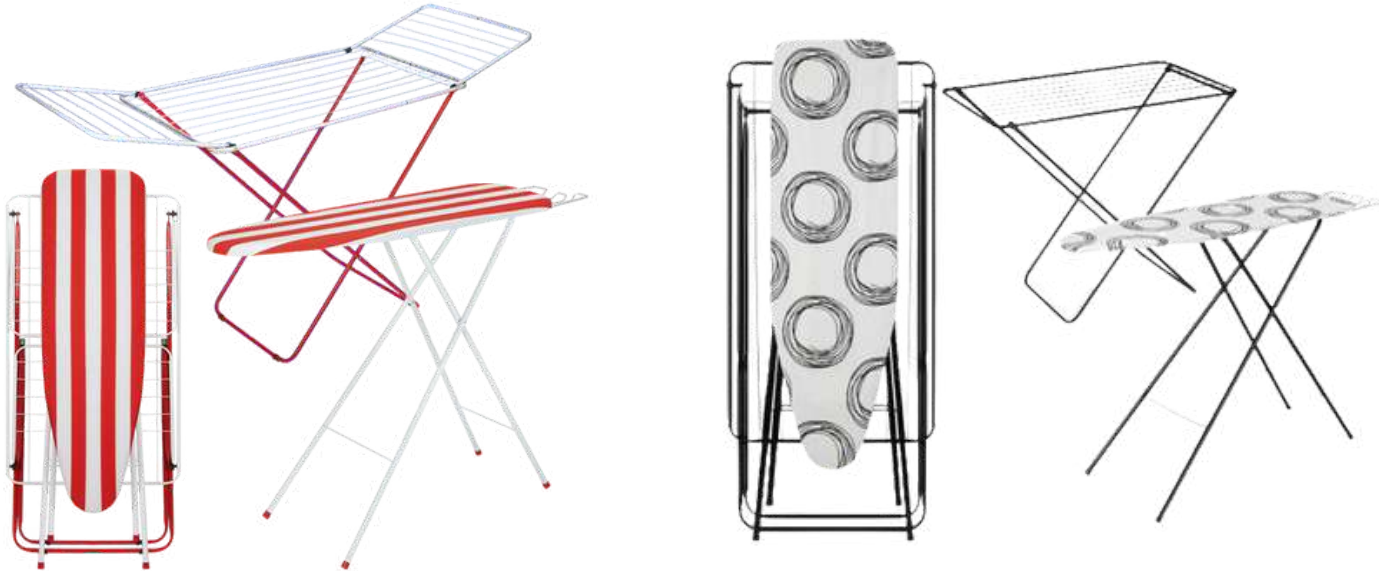
2 - IRONING BOARD
COVERS

3 - TRESTLES

4 - OTHER



1



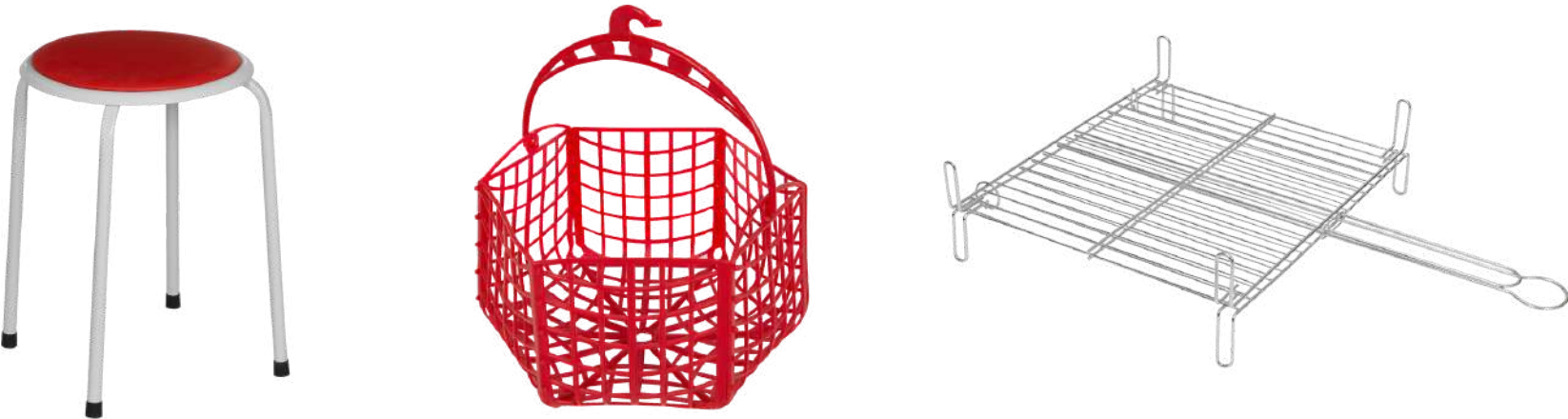
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3



4



HOW WE DO IT?

STRATEGY AND IMPLEMENTATION



Innovation



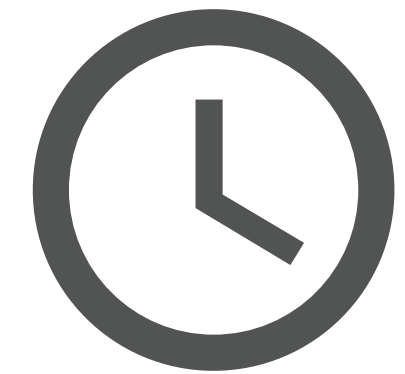
Quality control



Continuous
improvement



Flexibility



Efficiency



INNOVATION

Internal promotion of creativity. Idea and experience sharing with customers and suppliers. Analysis of global trends, ongoing search for new products, concepts, materials and technologies.



QUALITY CONTROL

Updated electromechanical morcellation (EMM) and periodic inspections in accredited laboratories.

Internal laboratory for product testing.

Use of external laboratories for more accurate testing.

CERTIFICATION: LANDMARKS



2015

Certification of our SGQ with
ISO 9001:2008 by APCER



2016

Certification of our SGQ with
ISO 9001:2008 by
TÜVRheinland



2017

Implement of a quality
management system with
compliance with the ISO 9001:2015



2023

ICS Complete Social Audit





CONTINUOUS IMPROVEMENT

Pursuit of excellence through staff qualification, as well as strict control of products and processes.

A decorative background graphic. On the left, there are two large, dark grey, stylized arrows pointing towards the right. Behind them, a faint, light grey image of a hand holding a white, rectangular object is visible. The background is composed of various shades of grey and white geometric shapes, including squares and rectangles, creating a modern, abstract pattern.

FLEXIBILITY

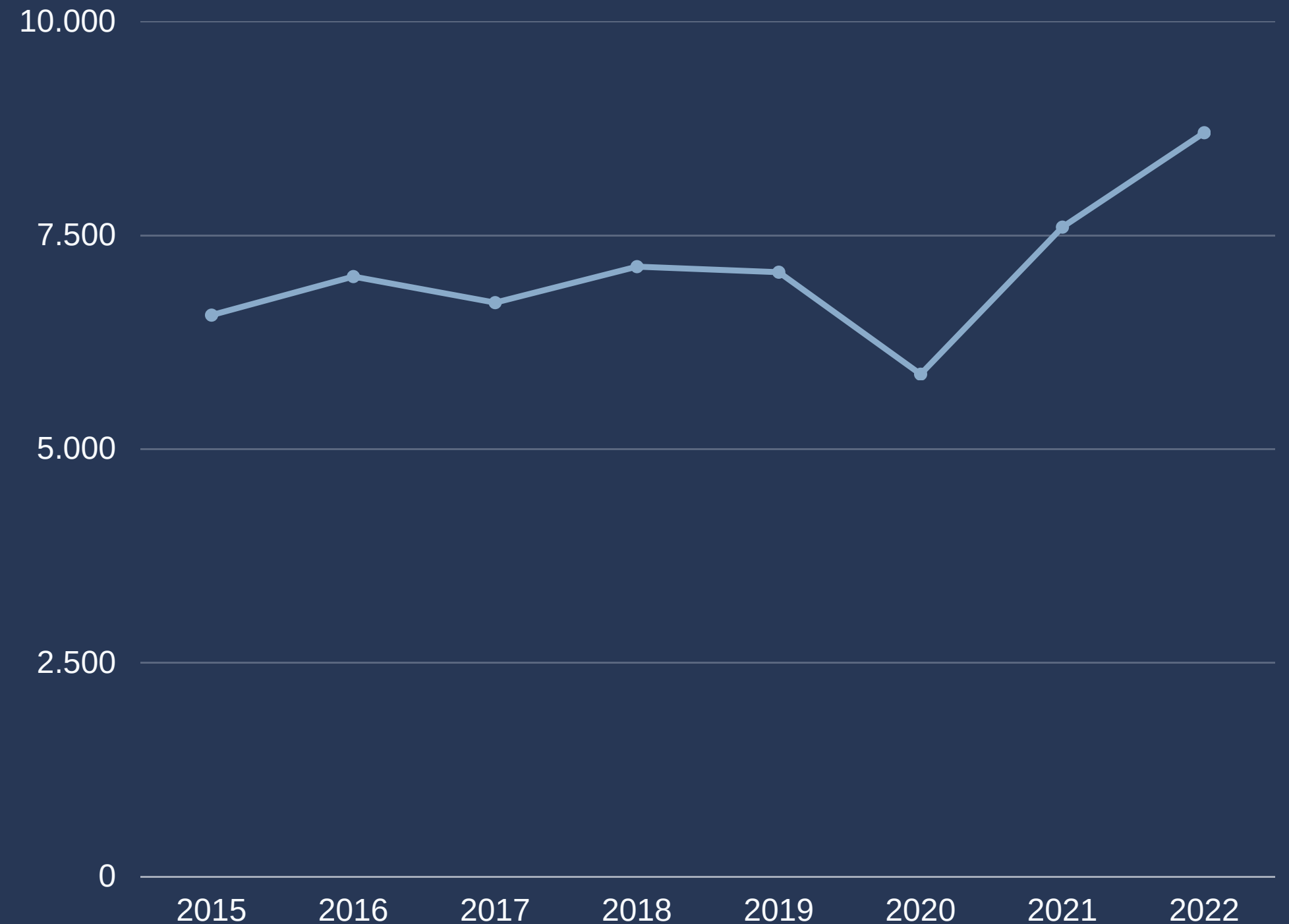
Adaptation of the company's resources and capabilities to the customer's requirements, demonstrating a proactive attitude and an open mind.

MAXIMIZE EFFICIENCY

OUR MAIN GOAL!

Make the best, the best way possible. Sonocol develops and modernizes its equipments and human resources, to achieve the objectives set with the highest standards of quality and efficiency.

ANNUAL TURNOVER (M€)



SHARE OF EXPORTS IN TURNOVER

68%

NUMBERS OF 2022

Sonocol has always had a strong export component, whose weight is reflected in the turnover.

NUMBER OF EMPLOYEES

100

NUMBERS OF 2022

Sonocol has achieved sustainable growth by maintaining jobs, which indicates an increase in production efficiency.

NUMBER OF PRODUCTIVE
MACHINES

191

PRODUCTION AREA

5523 M2

STORAGE AREA

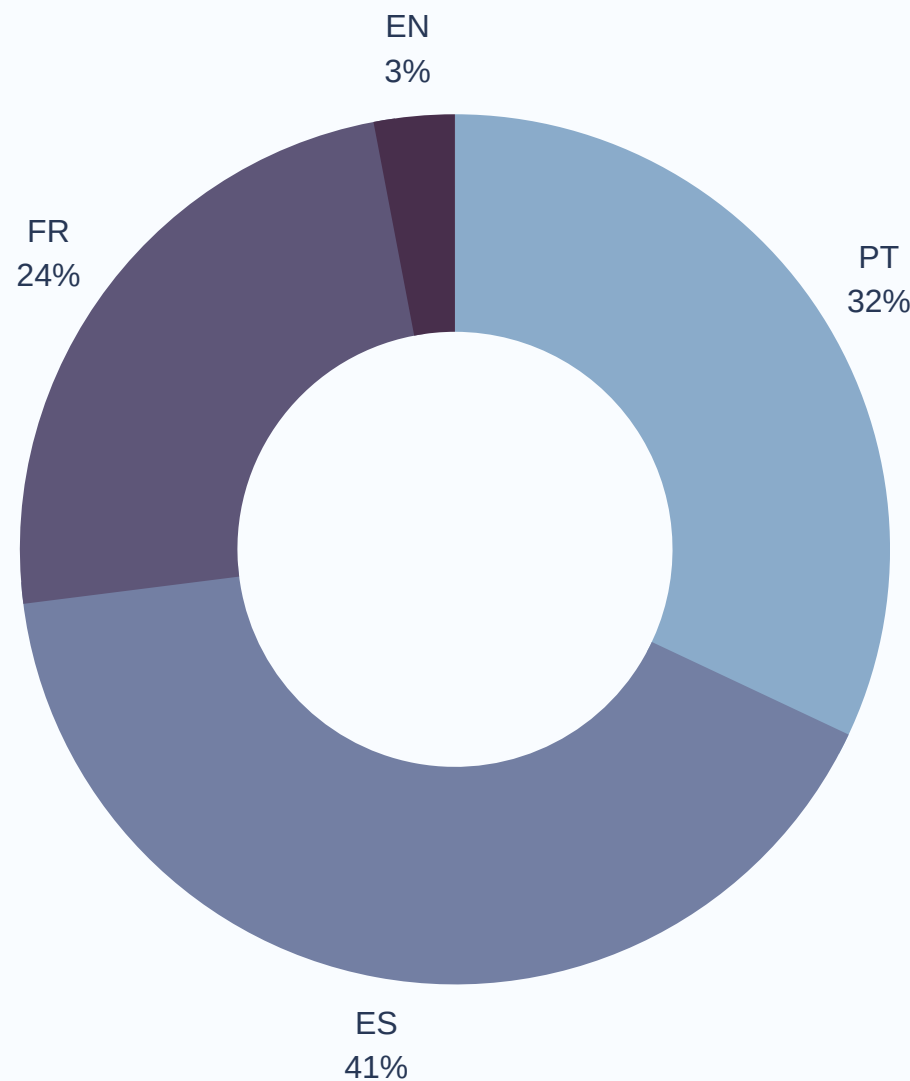
1522 M2

NUMBER OF PALLETS WE CAN
STORE

690

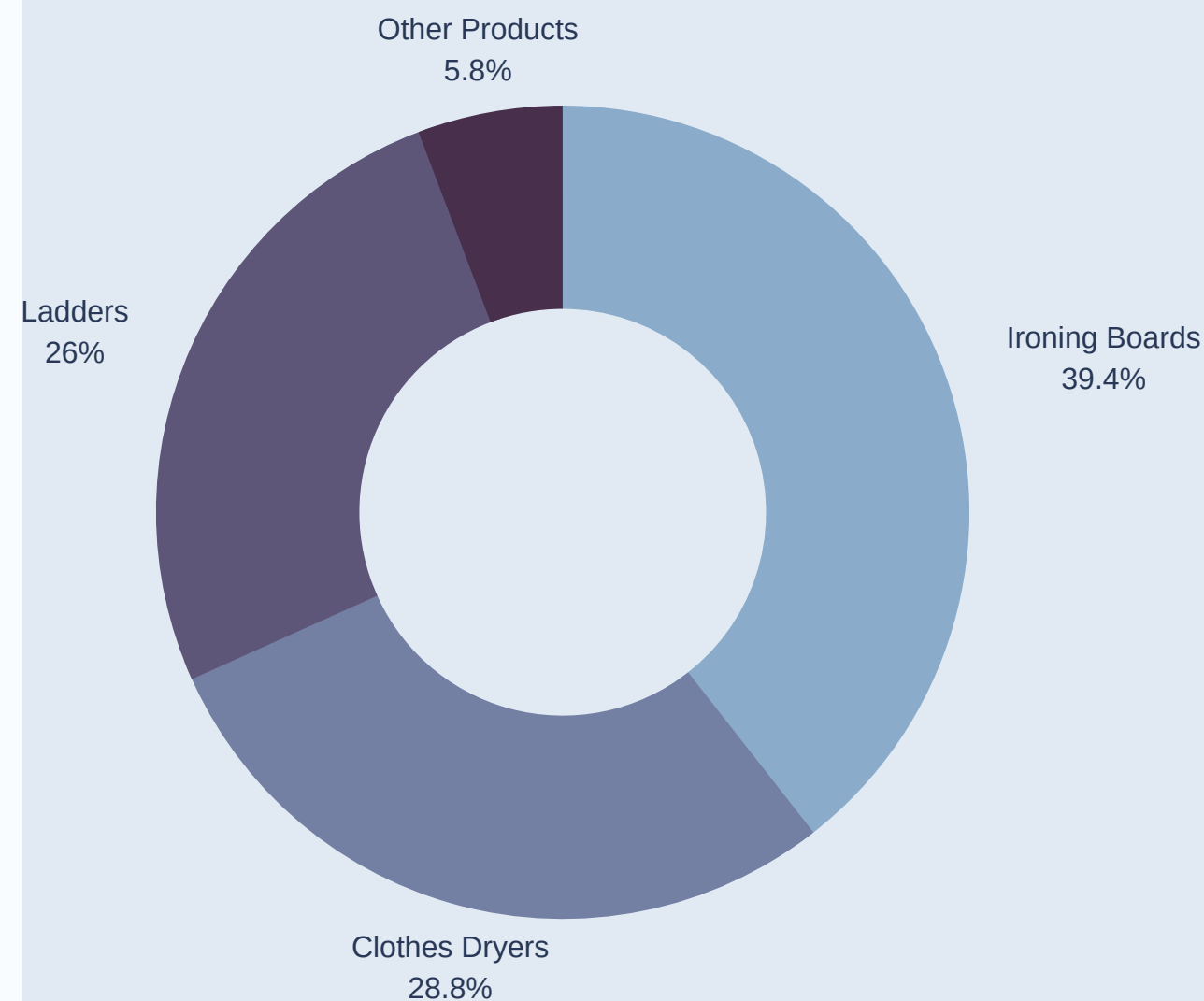


SALES: OUR NUMBERS IN 2022



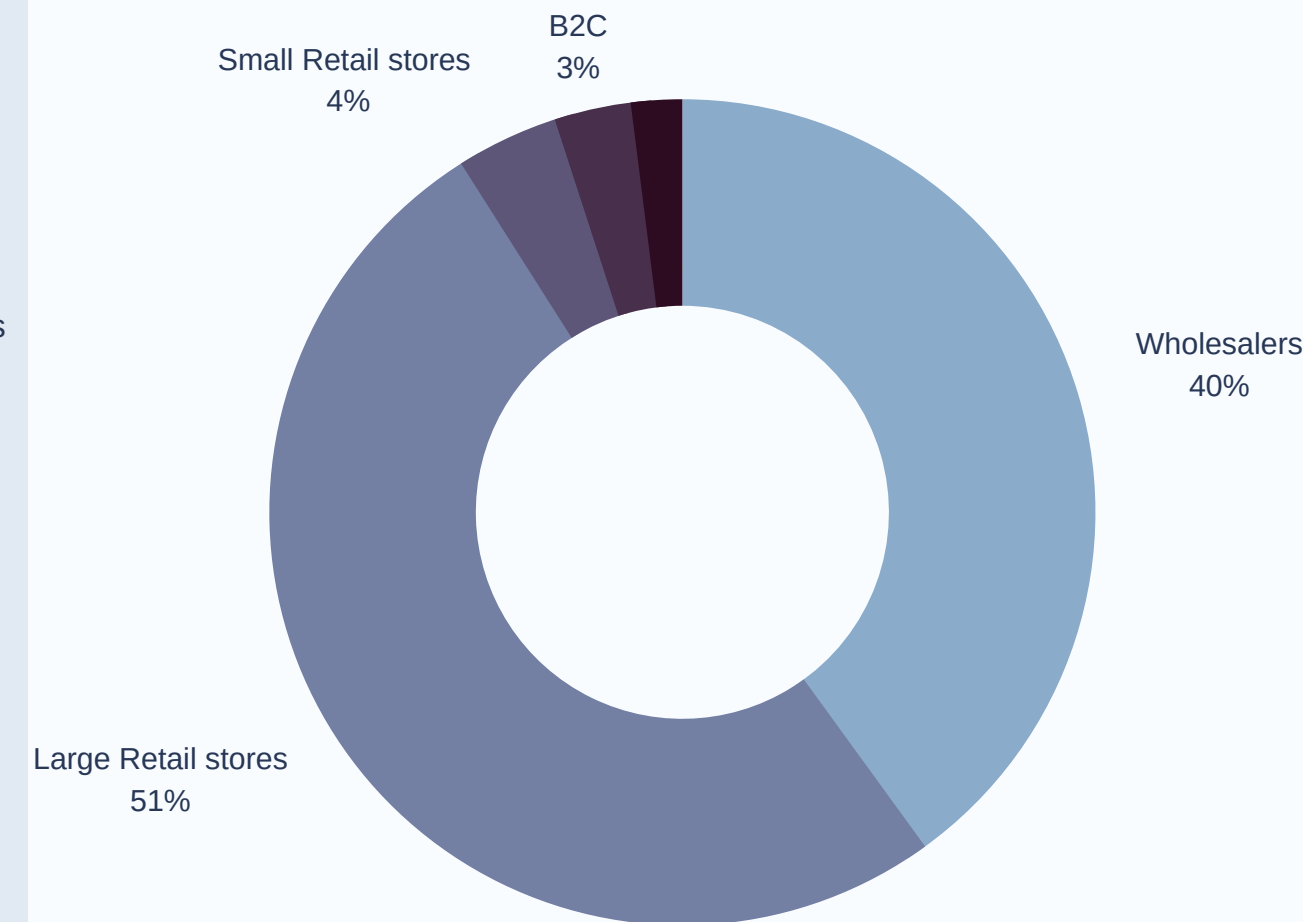
BY LANGUAGE

Our main markets are the Portuguese and the Spanish, followed by close by the french market.



BY PRODUCT CATEGORY

Ironing boards are our main production, followed by clothes driers and ladders.



BY TYPE OF CLIENT

Our main customers are Wholesalers and Large Retail Stores.

WHERE ARE WE?



30 COUNTRIES

SOME OF OUR MAIN CUSTOMERS



SONAE MC



Intermarché



hōma STORE
Happy Home Living



E.LECLERC 

El Corte Inglés

KB8
IMPORT-EXPORT INTERNATIONAL



Alcampo

jumbo 

Gifi
des idées de Génie !



La Foire  Fougille

STOKOMANI
DES MARQUES, DES PRIX !

 **Auchan**

trafic




Carrefour

GET IN TOUCH WITH US!



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