

Company Profile

SONIC FRESH CO LTD

"A fresh Approach to freight matters"



Our Ethical Statement and Undertaking.

We do herein state that we are a reputable firm that has been observing the codes of conduct put in place by the Government and the ministry of trade especially in transacting straight forward business which does not violate the anti-bribery policy.

We therefore do hereby assure you that we are a committed and serious business firm which strives to respect all our clientele in every manner. It is therefore one of our major goals to maintain our discipline and remain faithful and trustworthy to all our clients and associates.

About Us

Sonic Fresh Co. Ltd was founded in 1999, we are a Customs Licensed Clearing Agent & a member of the Kenya International Freight & Warehouse Association, we provide a range of seamless services including cargo handling, clearing and delivery, as well as customized palletizing, packing, crating and containerizing. We also specialize in moving perishables and general cargo by Air, sea and road as direct or consolidated cargo both locally and internationally.

We have direct communications with local authorities involved in the movement of goods both outward and inward. We are conveniently located at JKIA and along Mombasa road 1st, Floor, Mirage Plaza. Our branch office in Mombasa, Moi avenue, Ole Monana House, 5th Floor makes us able to conveniently cater for specialised cargo needs.

Our growing client base ranges from agro-processing, manufacturing, trade distribution sectors, freight logistics partners to diplomatic missions.

Our Vision

To be a leading facilitator of export and import cargo services regionally and internationally, and become a world class provider of advanced customer-specific solutions through our Value-creating services and innovative logistics.

Our Cooperate Mission

In this increasingly dynamic business environment, we strictly adhere to the principles that drives our business to deliver quality, reliable and affordable services to all our clients, in the minimum time with the maximum convenience, hence ensuring a satisfying complete service to our quality customers.

Our Pride;

We stand apart with our dense network of clientele in the world's most important economic regions, in air and ocean transport, in African land transport, in contract logistics as well as in supply chain management. With this very special combination, we can provide quick and efficient solutions for the most varying of client requirements both with regard to trade and industry.

Overview;

Basically sonic fresh co. ltd is a rapidly growing freight forwarding company affiliated to agents worldwide. With our base in Kenya and our international network, we are in a position to offer our customers the benefit of our global forwarding expertise that has been gained from our many years experienced personnel in the industry. With A FRESH APPROACH to the ART of clearing and forwarding, and a special touch to sensitive and perishable cargoes, we have settled in the freight forwarding industry as our integral part of our overall operations.

- Sonic fresh co. ltd majors and specializes in airfreight exports and imports of perishables to and from Europe.
- Our activities and experience in airfreight services offers a full range of time definite delivery and specialized services meeting very specific and timed client's requirements.
- We have a special touch and extra concern for perishables, temperature controlled goods, valuables, courier, human remains, live saving organs, live pets and dangerous goods.
- Supported through our preferred carrier program and global network partnership, we have created strong agreements and relationships with major international carriers hence providing access to competitive pricing and capacity on a priority basis.
- Sonic fresh co. Ltd has superb communication and IT infrastructure. Linked to the customs SIMBA system 24 hours a day, 7 days a week

Professional Services;

- Customs documentation (exports/imports) air and sea.
- Handling imports/exports at all entry and exit points
- Packing, crating of sensitive cargoes prior to shipping.
- Processing of fresh fruits for exports.
- Consolidating export/import cargo at origin points.





Corporate Principles



Flexibility-Customizable & scalable global logistics programs are a hallmark of our service.



Reliable -Our clients rest easy they just rely



Expertise -Deep experience empowering global supply chains since 1999



Service -Quality customer service is the foundation of our solid reputation



Honesty- We believe and stand for honest.



What We Do.

At Sonic Fresh we are always in motion

1. Moving Dangerous cargo:

We are the link between the shipper and the carrier, we have fully trained and experienced personnel in handling dangerous goods. We advise our client's well proper identification, classification, packing, marking, labeling, and documentation.



2. Moving valuable and vulnerable goods /courier cargo

These include bullions, securities, precious metals, jewelry, urgent packages and other property or documents of substantial value. We ensure safe loading, and unloading in the booked carrier in their specially developed containers and secure storage areas, we also select a carrier which is able to offer 24 hour security and surveillance to such cargo, a carrier who offers trained and skilled personnel for the same.



3. Moving live animals

At sonic fresh we conform to IATA live animals regulations, we ensure that accurate information, documentation and suitable carriage requirements are provided. We ensure that all live animals are supervised for their safety, comfort and security from acceptance to delivery, in an environment designed to ensure their welfare. We also advise our clients about acquiring the appropriate authorizations from the relevant authorities.



4. Moving perishables/temperature controlled goods

Consumers worldwide have become accustomed to buying high quality perishables irrespective of the season. Our advanced logistical services ensure that their products arrives on time and in peak condition, this we achieve by ensuring that the product is preserved and transported under temperature controlled cargo containers, cool dollies during transit, reefer trucks in case of road transport and reefer containers for sea freight. Speed is of essence and our personnel is on call 24/7



5. Moving Across the seas;

Sea freight, being the most cost effective method of shipping large volumes internationally, our branches network based at the sea port are well equipped to advice our customers on transit duration, clearing and times. We ensure that all costs, duties, taxes are catered for as discussed with the customer.





1. Enock M. Mailu - Managing Director

Mr. Mailu is the founder and managing director at Sonic Fresh Co. Ltd. Before founding the company he previously worked at K.P.A, Homegrown, NOTCO K. Ltd. and Transami K. Ltd. He has been in the business of clearing and forwarding for over 17 years. His vast experience has seen him continuously steer the company to becoming one of the leading clearing and forwarding companies East Africa



2. Carol K. Wafula – Mombasa Branch Manager

Worked since inception. Oversees the company's sea freight operations based in Mombasa. She is responsible for the day to day operations, advising our clients and reporting to the managing director.



3. Herbert K. Mwangi - Exports officer Nairobi

Mr. Mwangi has worked with the co. for six years and is responsible for the daily management of the Company's exports including coordinating regulatory matters, assessing products, labelling loading and shipping marks, corresponding with suppliers and shipping agents, and preparing and calculating freight costings. He is directly responsible for maintaining supplier files and reporting to the export manager.



4. Caroline kimathi - Sales Developer & Marketing

Caroline has worked at Sonic Fresh for one year. Prior to this she has worked in various other organizations as a sales manager. She has vast experience in the sales. At sonic fresh Caroline is responsible for sales department she sets sales strategies and ensures that the company meets its annual sales targets.



6. Francis M. Peter – Transport Manager

Peter has worked at the company since its inception. Over the years he has been and continues to be a strategic team player. He oversees movement and delivery of goods. Peter is a detailed time keeper. He ensure that's good are tracked and safely delivered to the designations. He assisting with the management of the Company's logistics and transport arrangements including interstate freight and the Company's interstate storage and distribution facilities



5. Alice K. Gitari - Nairobi Export Manager

Responsible for all perishable cargo out of Jomo Kenyatta International airport. Alice has a wealth of experience on air freight exports having worked before at Swisport K. Ltd.



7. Eunice M. Ngina – Office Administrator

Mrs Mwinzi has worked at sonic fresh since inception. She is responsible for all office operations, ensuring that clients are well attended to and there is co-ordination in utilization of resources. Mrs Mwinzi also oversees company's assests records, storage and filling.



8. Milka Wambui K. – Airport Operations Manager

Alice has worked at sonic for 4 years, she is responsible for providing leadership and direction for the clearing and forwarding activities at Sonic Fresh. He also directly supervises multiple personnel to maximize productivity. She is in charge of the airport import/export operations and reports to the managing director



Contacts

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