



INDONESIA · JAVA + SUMATRA

# COCO

*by TSARA Trade*

Coconut shell charcoal · briquettes · activated · cocopeat — container-scale supply.

BUYER BRIEF · 2026



# Who we are

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TSARA Trade sources premium coconut shell charcoal and coconut by-products directly from Indonesian factories. We supply hookah lounges, BBQ distributors, industrial buyers, and growing-media wholesalers across Europe, the Middle East, and Asia — container by container.

**18-25**

MT per container  
20ft / 40ft HQ

**<  
2.5%**

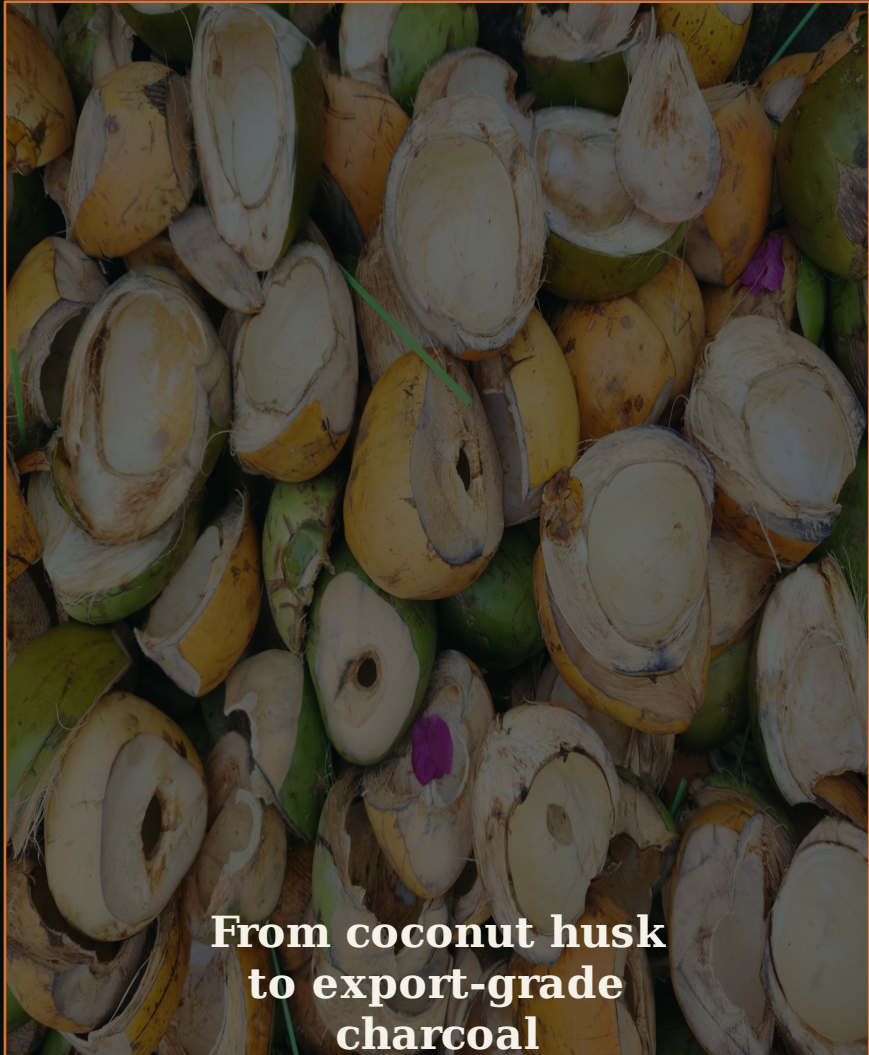
Ash content  
premium grade

**21-45**

Days port-to-port  
Surabaya → EU/ME

*"Direct factory pricing. No trading house markup. Full documentation."*

# Origin · Indonesia · From Coconut to Charcoal



## COCONUT HARVEST

*Java · Sumatra · Sulawesi*

Mature coconuts de-husked. Shells collected and air-dried for carbon value.

01

## SHELL CARBONIZATION

*Traditional kilns · 350–500°C*

18–24 hrs controlled burn. Raw charcoal yield: ~25% of shell mass.

02

## GRINDING & BINDING

*Food-grade tapioca starch*

Powdered, blended with natural binder, pressed into cubes/briquettes.

03

## EXPORT READY

*Quality-tested · boxed · containerized*

Every batch tested: ash, moisture, fixed carbon, burn time. Lab report per shipment.

04

# Four Product Families

Hookah · BBQ · Activated · Cocopeat — one supplier, one container door.



## HOOKAH CHARCOAL

*Cubes · Hexagonals · Kaloud*

2.2cm / 2.6cm cubes, hex 25mm, kaloud discs.  
Ash <2.5%. Burn 60–120 min. MOQ 1 FCL ~18 MT.



## BBQ BRIQUETTES

*Pillow + Finger shapes*

3kg retail bags or 25kg bulk. Long burn, low smoke. MOQ 1 MT.



## COCOPEAT

*Growing media · 5kg bricks*

Coconut husk fiber, sun-dried, sieved. EC <1.0. For hydroponics + horticulture.



## ACTIVATED CHARCOAL

*Powder + granules*

Food + cosmetic grade. Surface area >900 m<sup>2</sup>/g. MOQ 100 kg.

# Hookah Charcoal · Six Shapes



**Cube 26mm**

*Standard lounge size*



**Cube 22mm**

*Faster heat-up*



**Hexagonal**

*Premium appearance*



**Kaloud Disc**

*Fits Kaloud Lotus*



**Slim Finger**

*Incense + specialty*



**Polygon**

*Export-market blend*

# Quality · Specifications · Paperwork

## Technical Specifications

Raw material	100% coconut shell
Fixed carbon	≥ 78%
Ash content	≤ 2.5%
Moisture	≤ 6%
Burning time	~ 120 min (cube)
Smoke / odor / sparks	None
Calorific value	~ 7,500 kcal/kg
Shape uniformity	≥ 95%

## Every Shipment

- ✓ Lab report (ash/moisture/carbon) per batch
- ✓ MSDS provided
- ✓ Certificate of Origin
- ✓ Phytosanitary certificate
- ✓ Commercial invoice + packing list
- ✓ Bill of Lading (FOB / CIF shipments)
- ✓ Container inspection available
- ✓ EU + Middle East import compliant

# Pricing · Container Economics · Incoterms

STARTING FROM

# \$ 1,983 / MT

*CIF Istanbul · Economy grade · Indicative — quote per destination port*

Container minimums apply — 20ft (~18 MT) or 40ft HQ (~25 MT).

ECONOMY (C)	STANDARD (B)	PREMIUM (A)	40ft HQ
<b>1 kg plain box</b>	<b>1 kg color box</b>	<b>1 kg branded</b>	<b>~ 25 MT</b>
Brown carton	Brand carton	Branded master	Option B CIF IST
<b>\$ 1,983/MT</b>	<b>\$ 2,058/MT</b>	<b>\$ 2,183/MT</b>	<b>~ \$ 51,450</b>
<i>per MT CIF</i>	<i>per MT CIF</i>	<i>per MT CIF</i>	<i>per MT CIF</i>

*Incoterms: FOB Surabaya · CIF destination port · T/T 30% deposit, 70% against BL copy*

# Logistics · Container-Scale Supply

*COCO is a container business. Sea freight from Indonesia — reliable, cost-efficient, built for bulk.*

## 20 FT CONTAINER

~ **18 MT**

*Entry volume · 21-30 day transit*

- Surabaya → Istanbul (IST) · 25 days
- Surabaya → Jebel Ali (UAE) · 18 days
- Surabaya → Rotterdam (NL) · 30 days
- Surabaya → Hamburg (DE) · 32 days

*Best for: first orders · testing the market · single SKU runs.*

## 40 FT HQ (RECOMMENDED)

~ **25 MT**

*Volume sweet spot · best \$/MT economics*

- Lowest cost per MT for established buyers
- Mixed SKUs possible (cube + hex + BBQ)
- Lab report + MSDS per shipment
- Container inspection available (on request)

*Best for: recurring buyers · multi-SKU programs · distributor partners.*

# Your Direct Team



**Mr. Şahin**

Founder & CEO

Global Sourcing Lead

trade@tsara.care



**Ramazan Güneş**

Sales Director

Europe

+90 530 974 16 85



**Talat Bey**

Co-Founder

Operations & Quality

talat@tsara.care



**M. Yaşaroğlu  
(Max)**

Sales Director

Americas

+1 720 813 0777



**Kindi AI**

24/7 Assistant

Powered by TSARA

tsara.care

# LOAD THE CONTAINER

*Request a commercial offer — we reply within one business day.*

W H A T S A P P

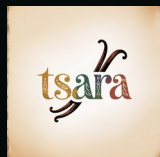
**+90 530 974 16 85**

E M A I L

**trade@tsara.care**

W E B

**charcoal.tsara.care**



**TSARA COCO · by TSARA Trade · Indonesia 2026**

*Built at origin. Delivered with discipline.*