

TSARA COCO · by TSARA TRADE

Zero hardwood. All coconut.

Retail & Shisha-Lounge Kit · 2026 · v1

trade@tsara.care · +90 530 974 16 85 · charcoal.tsara.care



01 • THE PROMISE

Every brick starts here.

Most shisha charcoal on the market is made from imported hardwood, compressed sawdust, or mystery biomass.

Ours isn't. Every TSARA COCO brick is 100% coconut shell charcoal — carbonized from the husks you see in this pile, pressed with food-grade starch, nothing else.

No hardwood. No chemicals. No shortcuts.

The plantation, not the yard.

Sourced

Indonesia · Madagascar · Vietnam · Ethiopia cooperatives.

Carbonized

Kiln-fired at 400-600°C. Natural volatiles burned off, pure carbon left.

Pressed

Machine-formed into cubes, hex, kaloud, cylinders, slim fingers.

QC

Ash <2.5% · Moisture <8% · Burn 90+ min. Lab-tested every batch.

Coconut vs. hardwood vs. sawdust.

METRIC	COCONUT (TSARA COCO)	HARDWOOD	SAWDUST / MYSTERY
Burn time	90-120 min	40-60 min	20-40 min
Ash content	<2.5%	5-8%	10%+
Odour	Neutral	Mild wood	Chemical
Heat consistency	Even	Peaks + drops	Unpredictable
Sustainability	Waste byproduct	Deforestation risk	Unknown source
Certificates	COA + origin + ISO	Varies	Rarely

Your customers taste the difference on the second bowl.

Pick what fits your bowl.



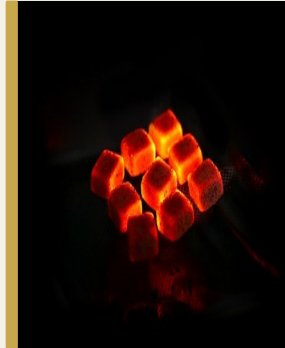
Cube 25mm

Standard shisha cube. 96 pcs/kg. Most bars.



Cube 26mm

Slightly bigger. Longer burn. 84 pcs/kg.



Hexagonal

Heat-dispersion geometry. 72 pcs/kg.



Kaloud Disc

Fits Kaloud Lotus. 64 pcs/kg.



Cylinder

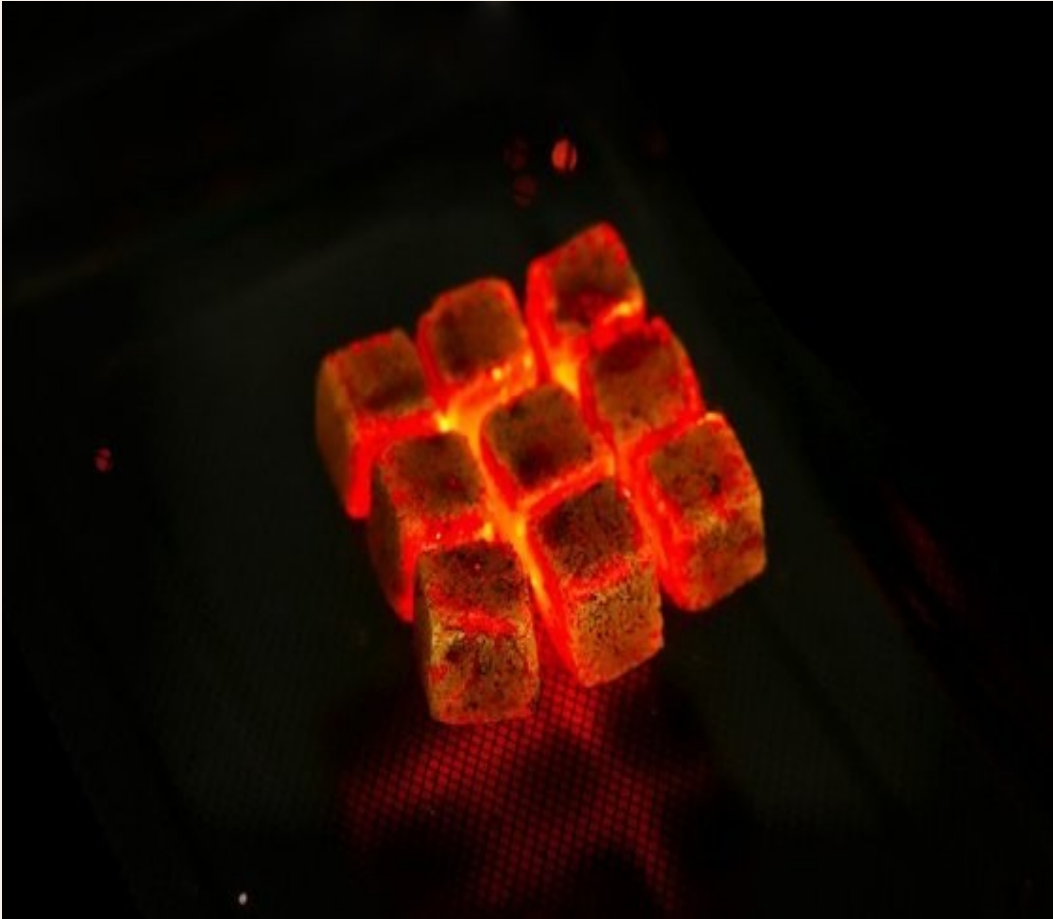
Classic Middle East cut. 120 pcs/kg.



Slim Finger

Long-burn retail favorite. 140 pcs/kg.

Branded. Ready-to-shelf.



Contents

1 kg coconut cubes 25mm • 64 pcs vacuum-packed • foil-sealed • matte-black retail box.

Branding

Your logo + your artwork on box + sleeve. TSARA logo optional. Min 500 units.

Lead time

18-24 days from artwork approval. Sample box in 7 days.

Private label

Full white-label available: your brand on everything. Cost +8%, MOQ 1000 units.

Artwork guidelines on request. Pantone matching available.

Four buyers we ship to every month.

Shisha Lounges & Hookah Bars

Regular charcoal burn. Bulk 10-25 kg/week. We ship 1-FCL direct to lounges from 500 kg.

Smoke Shops & Tobacconists

Retail cubes + kaloud discs. Private label your shop brand. MOQ 500 boxes.

Distributors & Wholesalers

Multi-SKU containers. Country/region exclusivity from 3 FCL/year commitment.

Private Label & White-Label

Your brand, our charcoal. Full artwork, packaging, shipping to your warehouse.

Simple tiers. Fair margin.

TIER	VOLUME	PACKAGING	PRICE INDEX
Sample	1-2 kg	Labeled retail box	On request
Retail starter	500 boxes (1kg)	Your logo + sleeve	Index 1.00
Distributor	1 FCL (~17 MT)	Multi-SKU cartons	Index 0.78
White-label annual	3+ FCL/year	Full artwork, seal, boxes	Index 0.65
Lounge direct	10-500 kg/month	Unbranded bulk pallets	Index 0.82

All prices EUR or USD. FOB Jakarta / CIF your port. Incoterms 2020.

Three steps to your first FCL.

1

Send a 1-line spec

Shape · volume · destination · label preference. WhatsApp or email works. We reply in 24h.

2

Receive offer + sample

Priced proforma + sample carton. Lab report attached. Confirm artwork if branded.

3

Pay & we ship

30% TT deposit, 70% on BL copy. Air courier for retail, FCL ocean for distributors. Door-to-door tracking.



REQUEST COMMERCIAL OFFER

Your lounge. Our charcoal.

EMAIL

trade@tsara.care

WHATSAPP

+90 530 974 16 85 (Europe · Ramazan)

WHATSAPP

+1 720 813 0777 (Americas · M. Yaşaroğlu)

WEBSITE

charcoal.tsara.care

CATALOG

B2B Buyer Deck v4 available on request

TSARA COCO · by TSARA Trade

Origin · Carbon · Discipline.