

SALVADOR MARTÍNEZ Managing Director of ObeikanMDF

“Obeikan, with its packaging products, offers the tool of differentiation for its clients”



The Obeikan project emerged three years ago out of the joint venture of two specialist business groups in the world of food-packaging - Maderfibra and the Obeikan Group - "This union of forces and resources aimed at developing a new product, a new solution for the market of fruits and vegetables,

integrating a number of solutions to the traditional wooden boxes, has led to a progression and offering an added value to the market," says SALVADOR MARTÍNEZ Managing Director of ObeikanMDF.

fruit as far as Indonesia, Canada, or Brazil. The journey in some cases has been longer than 28 days and the product has arrived in excellent conditions.”

Three years later, this union has led to a natural evolution, converting the Obeikan Group as the majority shareholder that now leads and manages the Obeikan Mdf company.



The product

“An outstanding fruit deserves an outstanding package”. This is the slogan which also summarizes our work philosophy and states in a few words what the Obeikan Group offers the market. As stated by Salvador Martínez: "our product is seeking to add value for our customers and to the market, being a leader in high-end packaging, and integrating new trends such as being environmentally conscious along with recyclability. "Ultimately, what Obeikan offers is a tool of differentiating its customers from its competitors."

Our product is 'special', as defined by the Managing Director of Obeikan. "We know which is our niche in the market and the way forward".

In this sense, "our offering covers the whole range of dimensions and solutions needed by our customers but in the premium packaging segment."

Therefore they have focused on companies that work with a high quality product line and by working within its marketing strategy and positioning policy within this market, this method of working has produced good results.

In times of crisis

The reasons for launching the project right in the middle of an economic crisis has surprised many of his customers and is "a

question often repeated".

In this sense, the Managing Director explained: "Our group has over 35 years of experience in the world of food packaging and this experience allows us to establish projects and see the market evolution with a long term view. We do not make market experiments to see what happens, in fact we do the opposite. In a researched and well planned manner we investigate what is our target in

the packaging sector and we are always supported by the resources and expertise of the Obeikan Group. Once the target has been established we commit ourselves fully to it with all the enthusiasm, professionalism and resources available. With this approach, the results achieved can be no other than that which we are getting: a solid business that is reliable and which is a huge success. "

"Our packaging provides an added value for our customers and to markets"

Characteristics

There are two distinguishing aspects at the core of the product being offered by Obeikan: first the quality of the packaging that immediately associates an image of quality to the contents contained therein. Secondly, a technical aspect to be taken into account, is the guarantee of a perfect stacking of the packaging giving it a good structural resistance. This resistance is in fact the highest of the market compared to other packaging material such as wood or cardboard, making Obeikan's packaging the best choice for long-distance export. "Where other packaging fails, our packaging perform very well over long distances both by refrigerated trucks or by ship in freight containers.

In fact our clients are sending their

It is also a product that is environmentally friendly as "The basic raw material of medium density fibreboard is made from recycled materials or wood that is unfeasible for any other use. In the past, lumber mills that had this type of product used its energy value for boilers or furnaces, returning to the atmosphere large quantities of CO2. In Obeikan with our business model, we get to lengthen the life cycle of wood, using this wooden by-product for the manufacture of our packaging".

Another technical feature incorporated into the design of our boxes is the use of tabs. When the boxes are stacked these tabs prevent the box walls from touching each other and so thereby create spaces that serve as ventilation that favour a rapid cooling. This feature also guarantees that the cooling chain preserves the fruits and vegetables will continue for a longer time than conventional boxes.

Market acceptance

"The market response over the three years of the Obeikan project has been surprisingly good," says Salvador Martínez.

Logically, despite the blind trust in the product, "when the project started we had certain doubts as we were caught in the current crisis and were unsure about the market reaction. In spite of this concern, the response has been spectacularly good, to the point that Obeikan now has a situation of excess demand."

To give a quick solution to this excess demand, the group has already planned the building of a second factory. Regarding this point, Salvador Martínez informs us that "the investment decision has been approved and we can assure that Obeikan expansion project is a reality with a set start date. This project has the sole purpose of offering our customers the best service possible and we will continue to maintain the same the quality level that characterizes us. "



The Obeikan Group has an experience of over 35 years in the food packaging sector. / Obeikan MDF