

Elopak supports the booming Moroccan market

In 2007 Elotalk reported on Elopak's success in the Moroccan dairy and juice market with the launch of Mini Diamond® cartons in partnership with our customer COPAG. Three years on we take a closer look at this exciting market where Elopak has over 80% market share operating through its partner Obeikan Co with volumes in excess of 1.2 billion cartons.



Elopak re-entered the Moroccan market in 2003, when it was seen to be “ready and ripe” for a modern, highly efficient and functional packaging system. Elopak Obeikan marketing manager, Mamooun Al-Saudi explains, “Milk was packed, and still is to an extent, in either plastic pouches or basic cartons offering no added functional values. Our first customer was COPAG, who is very progressive and marketing led, opted for the then new Mini Dia-

mond® cartons. We worked in close cooperation with COPAG for the introduction of its JAOUDA or “QUALITY” milk brand. The added functionality of its easily-opened/reclosable cap was immediately accepted by Moroccan consumers. This spurred the customer to extend its supply and they have since ordered further fillers.”



For the dairy itself it was the introduction of the preferred milk package the Mini Diamond® carton which enabled COPAG to charge a higher retail price. The massive success of the JAOUDA milk brand led to the launch by COPAG of a new drinking yoghurt branded MIXY at the fresh juice range under

the brand NECTARY also in Diamond® cartons.

Today Elopak has around eight filling machines installed for COPAG, filling in addition to fresh milk and juice, Laban and a low fat drinking yoghurt brand SOIF in 330ml Mini Diamond® cartons.

Market shift

The introduction of the new packaging format onto the Moroccan dairy market in 2003 led to a complete change of the whole liquid dairy market. Within three years, Moroccan market leader Centrale Laitière dropped their outdated milk packs in favour of Mini Diamond® Curve cartons. They are now Elopak's largest customer in Morocco, having diversified their product range to include fermented milk and Laban, a juice and milk mix product ASSIRE and the drinking yoghurt brand Jamila in 330ml Diamond® carton.

“Centrale Laitière now has 55% share of the Moroccan market, and has developed its carton packaging options to include new sizes. We have just delivered





them this year a Elopak® S-PS 160 filler for the launch in July of milk in 1 L Pure-Pak® cartons. This is a significantly strategic move as the Moroccan market is predominantly a 500 ml, single serve beverage market,” explains Mamoon. “Last year we delivered 337 million cartons to COPAG and expect to deliver a similar amount in 2010. By the end of this year we will have also delivered 800 million cartons to Centrale

Laitière. Elopak currently holds 80% of the Moroccan markets, with new customers Superlait and Bon Lait also seeing the benefits of moving from pouch to carton packaging for milk products.”

The winning formula for Elopak Obeikan is not just about innovation, it is the close partnership with customers working in cooperation to develop best total packaging solutions and to provide within this strategic and marketing support. Mamoon explains, “Our partnership with customers is a close and open working cooperation. The move from pouch to carton packaging presents new challenges for our customers, and we have support with good prices, marketing support in terms of prime development, carton print and design etc.

“These are strategic business partnerships. We are close to our customer, employ local teams to support with technical service, maintenance and spare parts in order to guarantee them smooth production – 365 days a year. Our agent the Serih Magreb Company represented by Jawad Benkirane and his son Hicham were vital partners in facilitating our market penetration and the positioning of Elopak Obeikan as a dominant market leader. We have invested in services like design support and a pre-press centre to help our customers create attractive packages.

“We regularly visit customers as we believe eye contact is important and we spent a lot of time list-

ning to them about their challenges and their expectations from us as their packaging partner. We have an open door policy and invite our customers to visit our headquarters in Saudi Arabia whenever they wish,” continues Mamoon.

Booming market

Morocco is a ‘booming market’ says Mamoon Al-Saudi, in 2008 we celebrated the sale of our one billionth cartons. Our volumes increased in 2009 to 1.2 billion and we are expected to sell more than 1.3 million of our cartons by the end of 2010. We see much more to come from this market, with positive feedback from our customers who appreciate the two-way partnership, marketing and business support we give them which includes seminars on new product applications, caps and print etc. We hope to continue to grow with this booming market well into 2011 and beyond providing unrivalled professional partnership, innovation and leading technology carton solutions.”



If you wish more information about the market development, please take contact with Mamoon Al-Saudi at Elopak Obeikan offices in Riyadh, Saudi Arabia; mamoon@elopakobeikan.com.sa