

## Partnering Opportunity

Profile Status: Published

### Business Offer

---

**Jordanian company specialized in the production and installation of AV solutions, educational, visual, business aids and packing “Honeycomb” solutions seeks investors from Europe through joint venture agreement.**

---

#### Summary

---

*Leading Jordanian company for the production and installation of AV solutions, educational, visual, business aids and packing solutions such as writing magnetic boards, interactive whiteboards, bulletin boards, and projection screen in addition to audio visual & IT solutions is looking for investors in EU countries through JV agreement in order to expand their operations by introducing a new product “Honeycomb” into manufacturing of pallets, packing solutions, corner and edge protectors,*

<b>Creation Date</b>	16 June 2017
<b>Last Update</b>	18 December 2018
<b>Expiration Date</b>	29 June 2019
<b>Reference</b>	BOJO20170616001
<b>Public Link</b>	<a href="https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/17b0c4be-5ece-4333-999b-f9aec82a3564">https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/17b0c4be-5ece-4333-999b-f9aec82a3564</a>

#### Details

---

##### Description

Jordanian limited liability company was established in 1982 for producing integrated high-quality solutions in the field of stationery, educational, visual, office supplies and packing solutions, the company producing the following main kinds of product's categories according to applicable international standards:

- Writing ceramic or polyester boards (writing magnetic boards, mobile boards, articulated boards, sliding cabinets, & flip charts) which represents 40% of the annual sales with daily production of 1,000 units.

Ref: BOJO20170616001

- Interactive solutions (whiteboards, sliding boards, & motorized whiteboards stands) which represents 14% of the annual sales with daily production of 100 units.
- Projection screens (motorized projection screens, tripod projection screens, & projector mounts) which represents 25% of the annual sales with daily production of 100 units.
- Bulletin boards and cabinets.
- Audio visual and IT solutions (image processing systems (scalars, switchers, & matrix), lighting systems (theater & architectural), public address systems & audio education systems, video conference, and IT & wireless infrastructure).

The company is established with a land area of 5,000 square meters and registered capital of 2.8 million USD, it has exported its products to more than 40 countries mainly in Europe, Asia. It has the quality management certificate ISO 9001 since 2000 in addition to the certificate of conformity (EN) and European certificate of quality (CE mark) for interactive whiteboards and projection screens.

They are planning to expand their business in the local and international markets by introducing a new product "Honeycomb paper" into manufacturing of different applications. It is manufactured from a composite material with inner structure like honeycomb cell (hexagonal structure) and this structure is manufactured by using different materials depending on the intended application and required characteristics from paper used for low strength and stiffness for low load application to high strength and stiffness for high performance. Typical applications for the new product cover the following:

- Paper core: made from regenerated corrugate core with a honeycomb-shaped hexagon look, the height differs from 10 mm to 60 mm and its power grows as the diameter of honeycomb narrows. Waterproof, fireproof, soundproof, temperature-keeping and heat-separation products are within the company manufacturing abilities.
- Pallets: due to the paperboard compression strength, it can handle heavy loads. The company custom-made honeycomb pallets offer an economical option to ship air cargo due to their light weight and the cost-effective alternative to heat-treated wooden and plastic pallets and no treatment such as fumigate is required for exporting. The company is capable to produce pallets that carry up to 1,000 kg.
- Sandwich boards: manufactured with honeycomb paper as inner material and it is available in sizes up to 360 cm length and 125 cm width with board thickness from 10 mm up to 60 mm.
- Paper cushions: made from honeycomb paper panels by punching equipment and molds as an alternative solution instead of using polystyrene (EPS) and they are made completely from recycled writing paper which can exempt from inspection. It is widely used as cushions in electric apparatus, medical equipment's, glassware, etc.
- Filling material in furniture: it is produced in any desired size, the material is made by the joining of the papers like Kraft or test liner in a special technique like a honeycomb cell, therefore it has high vertical transportation capacity.
- Carton corners and edge protection, protect goods, pallets, boxes etc.

The company is interested to expand their operations by introducing a new product "Honeycomb" into manufacturing of pallets, packing solutions, corner and edge protectors, cushion, and furniture. They are seeking investors from EU countries through joint venture agreement.

### **Advantages and Innovations**

The main advantages of the Honeycomb paper are:

- Shock and vibration absorption: paperboard honeycomb has outstanding cushioning properties that can employed to protect products from shock or vibration damage during

transportation and distribution.

- Dimensional stability: due to its great dimensional stability, it is suitable for all direct printing and graphic displays applications.
- Cost efficiency: honeycomb is a lightweight, rugged protective packaging material and it will efficiently replace denser materials such as wood and plastic allowing for dramatic direct and indirect cost reductions, and it will assist in shipping lighter loads hence savings on freight cost. Being a paper-based product, it is easy to dispose of which provides recycling cost-savings.

### Stage of Development

Already on the market

### IPR Status

Trade Marks

### Profile Origin

COSME

---

## Keywords

---

### Technology

01003012                      Imaging, Image Processing, Pattern Recognition  
01003018                      User Interfaces, Usability

### Market

01004008                      Other data communications  
07004008                      Other consumer products

### NACE

J.59.2.0                      Sound recording and music publishing activities  
P.85.6.0                      Educational support activities

---

**Open for EOI :**    **Yes**

---

---

## Client

---

### Type and Size of Organisation Behind the Profile

Industry SME 50-249

**Year Established**

1982

**Turnover**

1 - 10M

**Already Engaged in Trans-National Cooperation**

Yes

**Certification Standards**

ISO 9001

**Languages Spoken**

English  
Arabic

**Client Country**

Jordan

---

## Partner Sought

---

**Type and Role of Partner Sought**

The company is seeking investors from Europe through joint venture agreement who are willing to be partners with up 49% of the company shares, interested investors should fulfill the following requirements:

- To be sole investor or working companies;
- Has the sufficient financial capacity.

**Type and Size of Partner Sought**

251-500,SME 51-250,>500

**Type of Partnership Considered**

Joint venture agreement

---

## Attachments

---

Honeycomb



Audio visual and IT solutions





## Writing magnetic boards

Writing Magnetic Boards (Ceramic Surface)



Writing Magnetic Boards (Polyester Surface)



Mobile Boards



Tripod Projection Screens



\*For more details please refer to page 35

## Projection screens

### Motorized Projection Screens (Large Size)

### Projector Mounts

**W2044.2.200**

- Broad three aluminium wall projector mount in white colour
- Light weight
- Carries upto 6kg weight load on the pole
- Elegant appearance
- Ideal for classroom and office
- Maximum support 102kg
- Adjustable length from 87 cm up to 120 cm

**W2045**

- Aluminium ceiling projector mount in white color
- Maximum support 20 kg
- Available in three models
- **COM4.200**: Extension length from 43 cm to 65 cm
- **COM5.200**: Extension length from 65 cm to 100 cm
- **COM6**: Fixed mount height

### Manual Projection Screens

### Tripod Projection Screens

## Bulletin boards and cabinets

### Bulletin boards

\*For more details please refer to page 34

Green	Grey	Blue	Brown	Beige	Black	Red	Green	Grey	Brown	
Wet tack surface colors					Fabric surface colors					Natural Cork

### Bulletin Cabinets

Green	Grey	Blue	Brown	Beige	Black	Red	Green	Grey	Brown	
Wet tack surface colors					Fabric surface colors					Natural Cork

## Interactive solutions

