

## SMEs EXPORT

# Argentine Technology and Innovation

17th Edition • Octubre 2021



### Exporting Potential

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## NET PRODUCTOS DE DISEÑO SRL: furniture in fine woods and handcrafted carpentry



NET PRODUCTOS DE DISEÑO SRL, a company dedicated to designing and producing **solid wood furniture**, has been offering a dialogue between the classic and the autochthonous using Argentinean wood for over 40 years.

Located in the Palermo neighborhood of Buenos Aires, its products marketed under the Sticotti brand include tables, chairs, bookcases, coat racks and benches made of solid wood from high-quality species such as petiribí from Salta and Misiones provinces, Bolivian lapacho and Patagonian lenga.

Assisted by INTI, the company implemented management technologies for the improvement of competitiveness and production processes through which goals were defined, and performance and workspace, optimized.

NET has different product lines. **The SKA line is handmade furniture built with solid petiribí wood; each piece is fixed by means of wedges and wooden plugs, without the use of screws.** This line includes: dining table and chair, low table, individual and long bench, and low chair or “matera”.

The hanging bookcases have an interlocking system supported by a wall-mounted bracket that frees the support of the furniture on the floor, thus producing a sensation of lightness.

***Design is a fundamental added value for the firm: the National Ministry of Productive Development awarded them twice the Argentine Good Design Seal prize (Sello Buen Diseño Argentino) for their SKA and Museo chair models.***

“We are a multidisciplinary design studio that creates spaces and objects that inspire the senses and promote a peaceful lifestyle, with an emphasis on natural materials, simple geometries and uncompromising quality. We are driven to connect people through craft and design in an aesthetic that stands the test of time,” says Diane Desjeux, the firm’s Communications coordinator.

Since 2009, their products have been marketed in the United States and **today they are evaluating their expansion into Spain, Copenhagen, Mexico, London, and Uruguay.**

**“We have the capacity to design and manufacture in series to distribute both nationally and internationally,”** Desjeux points out, adding that Sticotti furniture has unique qualities that respond to broad needs, beyond trends, because it is functional for all times.

• **HS CODE (NCM)**

- 4420.90.00.900D / Bookcases
- 9401.69.00.900P / Benches
- 9403.60.00.900U / Coat racks
- 9401.69.00.900P / Chairs
- 9403.60.00.190E / Tables

## **COOPERATIVA DE TRABAJO SALTA LA CHIVA LTDA., board games to optimize business productivity**



From the town of Juana Koslay, in the province of San Luis, the company provides design solutions for board games and furniture for educational and business spaces. ***Its latest development is a business coaching game called “Kanban Portezuelo”, which simulates the application of Kaizen continuous improvement technologies in the toy industry.***

This innovative board game consists of a board, cards and tokens in the shape of native animals. It simulates the company production process and its response to customer orders according to its level of organization, from the most chaotic to the most harmonious and productive. In this way, progress is made towards a demand-driven, more profitable and high-quality productivity system.

***With this recreational initiative, staff from different positions*** - from sector managers to operators and supervisors - ***can identify possible problems and ways to solve them through the Kaizen methodology. “Kaizen” is a Japanese term that means “continuous improvement”, based on simple steps that promote reducing unproductive times, speeding up the work flow, and maintaining order and safety.***

Thus, for example, staff can find out that a delay in production could be solved by reorganizing the plant (layout optimization). Also, through the use of cards (kanban), they can make the manufacturing process more flexible in order to deliver products as they are requested and with the required quality, gaining competitive advantages without a substantial investment.

Experts in management technologies from INTI assisted the cooperative in the continuous improvement techniques that resulted in the development of Kanban Portezuelo, a unique product worldwide related to business education.

The cooperative designed 30 games of varying complexity to help companies boost their productivity without high costs. Today they plan to place their new Kanban game in Latin American markets and Spanish and Portuguese speaking countries.

“We have a good command of Latin American aesthetics and design. We specialize in educational design: we provide tools so that any entrepreneur, through games, can acquire the capacity for competitive production meeting the time and quality requirements of a business project,” explains Esteban Thimental, a partner at Salta la Chiva.

“We are a design cooperative made up of professionals from different disciplines. All our knowledge and experience converge in the search for solutions and the development of creative proposals. We design habitable spaces, create original objects and visually communicate information, ideas, and values. In this fashion, we respond to specific demands by linking design and education,” adds Cristel Magnetto, also a partner at Salta la Chiva.

• **HS Code (NCM)**

- 9504.90.90.691P / Board game with plastic, wood or cardboard board and tokens.



## PRODUMOB SRL, 50 years building prestige in kitchen furniture and cabinets



With almost half a century of experience, Produmob SRL, located in the town of Cañada de Gómez, province of Santa Fe, has managed to position its kitchen furniture, wardrobes and dressing rooms for medium and large-scale architectural projects in the market.

**In the production plant, its state-of-the-art Italian equipment works hand in hand with design software for the manufacture of furniture.**

Under the brand name Federici Amoblamientos, the firm offers solid wood lacquered and veneered products. Also, it manufactures a wide range of furniture with melamine, with different textures and colors, using quality hardware in door and drawer opening systems. They also incorporate accessories inside the furniture such as baskets, waste baskets and

extractable columns with several storage spaces.

For its line of wardrobes, the designs add trouser racks, shoe racks, tie racks, shirt racks, and drawers with organizers. Other accessories include mirrored doors or doors with different types of glass.

Together with INTI, the firm implemented management technologies to improve competitiveness and production processes. Additionally, specialists from the institute trained the company's staff in different aspects, which allowed them to implement significant changes in the packaging system.

***Today, Produmob plans to enter the Paraguayan, Bolivian, Chilean, and Uruguayan markets with differentiated products of significant added value.***

For two years in a row, 2018 and 2019, the company was awarded the Good Design Seal prize by the National Ministry of Productive Development. They have also been recognized with the Industrial Merit (Mérito Industrial) award from the Industrial Federation of Santa Fe.

César Federici, managing partner of the company, states that ***“Produmob is an Argentinean company ready to supply the international market”***. He also highlights the design options and top-quality materials the company offers. “We adapt to the project needs, we are a team of professionals trained with the latest advances in the national and international market and we have a great capacity for innovation with the sole purpose of constantly improving the quality of life in households,” he adds.

“We firmly believe that through intelligent design and the creative use of space, we can reshape the way we live and interact with our place, creating new realities in a sensitive and groundbreaking manner, striking a balance between simplicity and quality,” emphasizes Federici.

• HS CODE (NCM)

- 940340 / Kitchen furniture
- 940350 / Bedroom furniture which are wardrobes and dressers
- 940360 / Miscellaneous designer wooden furniture and vanities





## AGROFORESTAL OBERÁ SRL, an expert in rosin and turpentine, two export gems



Agroforestal Oberá SRL, located in the city of Ituzaingó, province of Corrientes, is a timber company dedicated to the extraction of pine resin (miera), oil used to produce turpentine and pine rosin. These chemical substances, of high value for the local and international markets, are widely used in the paint industry.

Miera or pine resin is the raw material obtained from the resination of slash pines (*Pinus elliottii*) in the region. It is highly valued for its chemical properties and associated uses, such as the production of varnishes, adhesives, and food additives. It is also a common constituent of perfumes or incense.

The resin processing industry manufactures products known as “modified rosin”, a brittle, yellow, resinous smelling solid that is composed of resin acids. Is used in chemical industries, insulating compounds, soldering compounds, paper glues, inks, varnishes, fabrics, and rubbers. It is marketed in 230 kg galvanized drums and 25 kg bags.

**Turpentine, or vegetable turpentine, is a solvent used in the rubber industry, paints, varnishes, lacquers, insecticides and in perfumery.** The wide range of uses of rosin and turpentine illustrates the economic importance of rosin and turpentine and of resin as raw material, being irreplaceable in many industrial applications.

The company has a production capacity of 1,200 tons/month of raw material and 11,000 tons/year, of which 80% is rosin and the remaining 20% is turpentine. Ninety-nine percent of the production is exported.

Its plant has the best equipment technology in the country. It has recently set up a plant for the production of drums for the packaging of rosin for export.

INTI assisted Agroforestal Oberá in the research and development of the turpentine fractionation process. This assistance provided the company with the technology to process high value-added products.

***It has exported to Portugal, Mexico, China, India, Japan, Brazil, Peru, and Turkey, and wants to enter the markets of Vietnam, Pakistan, Korea, and Germany.***

Gustavo Cetrángolo, managing partner, comments that “Being an integrated forestry and industrial company, we are strong in the forestry activity with high yields in the production of raw material (pine resin). **We are a model company in our sector; we are innovative, flexible, with global knowledge, and competitive prices.**”

• HS Code (NCM)

- 3805.10.00 / Turpentine
- 3905.10.00 / Rosin



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• International technical cooperation



**INTI promotes the development of technologies applicable to wood, its derivatives, furniture and final goods.** The technological offer is wide and relies on unique equipment and capabilities in the country; among them stand a world wood xylotheque and technical data sheets of all the woods used in Argentina with physical, mechanical and organoleptic behavior and recommended uses. There is also a furniture laboratory where resistance, durability and ergonomics tests are carried out according to national or European standards on different furniture.

The experience of INTI's professionals and

• INTI's capabilities for international markets



INTI has recently launched the INNOVATE TO EXPORT (INNOVAR PARA EXPORTAR) Program to support Argentine companies in the provision of an innovative exportable offer. This Program has been created to accompany the Federal Export Development Plan promoted by the Ministry of Productive Development, in line with the strategic axis defined by the National Government regarding the increase of national exports.

The Program includes a range of technical assistance initiatives, coordinated and defined to cover the technological needs identified on the analysis of international demands.

technicians has been able to meet a demand for technical assistance from the Bolivian government in the wood and textile sectors through the project “Strengthening the institutional framework and policies to support innovation”, financed by the Inter-American Development Bank (IDB).

INTI's intervention consisted of a series of technical proposals aimed at achieving the sustainability of Bolivia's Productive Innovation Centers (in Spanish, CIP) in the textile sector in the region of El Alto and in Potosí, and in the wood sector, also in El Alto. It was a joint endeavor undertaken together with Pro-Bolivia, an institution from the Bolivian Ministry of Productive Development and Plural Economy.

For the wood sector in particular, work was carried out with the municipal governments of El Alto and San Ignacio de Velasco, and in collaboration with the Higher University of San Andrés (Universidad Mayor de San Andrés), on product design and development, prototype manufacture, wood drying, availability of carpentry machinery and research into new timber species. For the San Buena Ventura CIP, advice was provided on sawmilling, drying, carpentry and rectilinear production.

Pro-Bolivia implements programs and projects for the benefit of Bolivian Productive Units. In addition to the timber and textile sectors, INTI has cooperated with this institution in the dairy and leather sectors, accompanying its process of changing the national production matrix by adding value to primary production.

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INNOVATE TO EXPORT is aimed at SMEs from any national productive sector having export potential and seeking to increase their sales, reach new markets, recover destinations or start their internationalization process.

Assistance will be offered particularly to those companies determined to go through this process, involving economic and human resources with the firm belief of adapting and innovating as the markets demand. The Program is only available for those companies that have defined the market(s) they intend to enter and assessed the existence of opportunities and the possibilities of gaining competitiveness through innovation.

INTI, together with the company, will draw up an Integral Innovation Plan for Exports (Plan Integral de Innovación para la Exportación, PIDIEX), which will contain the technical assistance necessary to comply with the requirements, standards, regulations, tastes, preferences, trends and expectations of the foreign markets the company hopes to reach. More information at [innovarex@inti.gob.ar](mailto:innovarex@inti.gob.ar)

## INSTITUTIONAL RELATIONS AND COMMUNICATION

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