



## Editorial

### Involvement always

It is in within one of the difficult international environments for the construction and the real estate sector that Moroccan professionals held the 12<sup>th</sup> edition of the International Construction Trade Show (SIB). The SIB has indeed become a must for all operators and other players of the industry.



For the Sekkat group, this great construction meeting was especially the opportunity to prove its capacity to stick to the new requirements of the market place. Companies of the group distinguished themselves through their strong and active participation in the proceedings of the trade show. They managed through the exhibition of their new products and solutions, to reassure their partners. The message conveyed was clear : Moroccan companies are still capable to ensure the evolution and development of the sector. While improving day after day and ensuring a permanent technological watch, they managed to reduce costs, proposing more powerful functions and, at the end of the day, maintain the momentum of the construction industry. Momentum which is confirmed in Morocco and which manages to be protected from the slowdown which affects all economic powers.

The new offers of the companies of the group such as Ingelec, 10 Rajab or Plastima are tailored to meet customer requirements. They are in sync with the international requirements thanks to the implementation of the world standards, environment-friendliness and the innovative processes they use. The SIB ended therefore in an environment of renewed trust between the operators and their suppliers, and professionals are invited to attend the 13<sup>th</sup> edition with as much involvement as always.

It is with such a commitment that Morocco will be able to maintain its momentum towards development.

Réda SEKKAT



*podium*<sup>2</sup>  
INTERRUPTEURS & PRISES

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10 Rajeb

## Two new doors make their entry in the market place

With "10 Rajeb", all the doors are wide open to you. In addition to presenting a broad product range adapted to all the types of interiors, the company continues day by day to innovate and surprise the market place by its new creations.

The "10 Rajeb" company will always astonish you by its innovation and its responsiveness to the needs of its customers. With product ranges which are constantly renewed, the company confirms its positioning as a pioneer on the Moroccan market. Today, 10 Rajeb has enriched its offer of two new categories of doors which will surely interest construction professionals as well as demanding customers. A new door, the technical door has just been marketed. It is a firebreak door also equipped with highly efficient soundproofing. Moreover, 10 Rajeb offers, currently, to its customers the possibility to better manage their interior space thanks to the "Roler" sliding wall cupboards. They are robust and practical storage spaces which, in addition to that, merge into the environment thanks to their different designs. Indeed, the range is currently made of three products : the oak slide, the sapeli slide, and the wengué slide... Each one of these models brings its particular touch thanks to its original presentation.

These new comers will be added to the big family of the "10 Rajeb" in particular "Eco Plus" (best selling doors), the "Atlas" doors, the "Elegance" doors, the "Line" doors and the "Decoration" doors.

With its ongoing commitment to innovation, the "10 Rajeb" company positions itself



comfortably as the leader of door manufacturing. It is, besides, behind the standardization of the measurements of the doors in Morocco... One should also note the great development effort made by the

company by opening new units and by equipping them according to the best international standards. With their proven devices, the "10 Rajeb" doors are, without any doubt, the best custodian of your houses.

DALAKIT

## For a better management of the whims of nature

Your houses are put, throughout the year, to the tests of cold, moisture or heat. Some areas of Morocco are , more than others, exposed to the harsh climatic conditions... For all these people, Maghreb Steel conceived Dalakit : a revolutionary prefabricated roof.

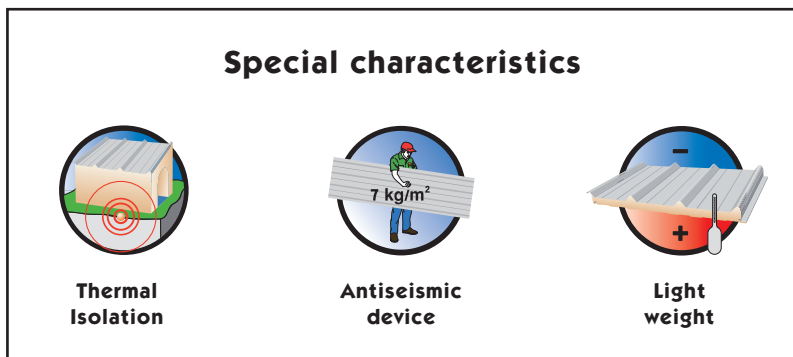
Cold, hot or wet climate... life is not always easy in some areas and zones of Morocco. Under these not very lenient climatic conditions, construction obeys other standards : Solidity, resistance, special facilities, etc And despite everything, all these expensive efforts do not necessarily achieve the expected results. In face of this difficulty, Maghreb Steel did not remain hands crossed. It found today the solution to well cover the households and to ensure to families full well-being inside their houses.

The company's new innovation was named Dalakit. It is about a prefabricated roof delivered, as its name indicates, in the form of a ready to install kit. The roofs marketed today by Maghreb Steel show characteristics which defy all the whims of nature. Therefore Dalakit brings the promise to extend the standard lifespan of the roofs

which deteriorate easily under the influence of time. Dalakit resists longer by keeping all its qualities, including resistance to rust. This new product is also made of special materials intended for thermal isolation. Both in winter and summer, the house preserves a normal temperature. And, good news for the installers : Dalakit was designed to autosupport itself.

It just needs two supports (beams) to be attached and no large and expensive infrastructure. One should underline that Dalakit presents, despite all

these characteristics, a weight which is lighter than normal. It is thus more easily transportable and simple to install. It comes in the form of a board which could cover 3 to 5 square meters. And, in addition to all this, Dalakit is marketed at a very competitive price... Why do without it!




# Dalakit



**A ready roof**  
Your protection against rain, heat and humidity





المغربية للصلب  
Maghreb Steel  
L'évolution par l'acier  
Certifiée ISO 14001/2004 et ISO 9001/2000

For more information, contact : 022 77 25 00

List of distributors :

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## Ingelec. Podium 2, equips your interior

**With the advent of the PODIUM 2 range, it is a whole generation of plugs and switches which now has the latest innovations intended to improve users' daily comfort. All of it in a perfect combination of the practical and decorative aspects.**

In addition to coming with functions which are improved and enriched on a regular basis, the INGELEC electric appliances- constituting the core business of the company come under the form of tempting models by their designs, their matters and their colors. The PODIUM series, which represent the high end of this offer, is equipped today with new advantages. It thus proposes an automatic connection which saves professionals/installers an invaluable working time. This principle is already integrated in the OURIKA series under the name of ISICLIC. A system already spread in the European markets.

By equipping the PODIUM 2 range with automatic connection, INGELEC anticipates by taking into account the "working time" criterion which will be very soon a major commercial and competitive sales argument.

Ingelec also thought of its distributors in the design of this new range by choosing a kit presentation aiming at optimizing inventory control.

The new podium kits contains mechanism, plate & hub cap.

Podium 2 presents, in addition to that, some special characteristics. Products range are assembled on embedding boxes and boxes for dry partitions, which is an innovation.

They propose a vertical distance of 57 and 71 millimeters. Other specificities to be noted include compliance with European and Moroccan standards and compliance with German children protection standards, resistance to heat at 125° Celsius and UV's, resistance to ageing, to fire at 850° C, endurance and claw-or-screw fixing.

The Podium 2 range is to be discovered under several series : Marfil, Forest, Dune, Coloris, Métalis, Elegance, Classic and Praline.

Variations designed to marry various interior decoration styles : contemporary, traditional or even futuristic.



## ■ *Events*

### *The SIB Trade show :* **Strong presence of the Sekkat group brands**



The International Construction Trade show in Casablanca has returned this year to a renewed commitment and a strong presence of the industry players. The Sekkat group, whose various trades are narrowly bound to the world of construction, has flexed all its muscle during the five days of the trade show which was held in Casablanca on December 5-8, 2008. Various brands made a point of installing stands which compete in terms of attractiveness. Ingelec took the lion's share in terms of space by occupying some 108 square meters. A space which was used to exhibit the main families of products of the brand and which especially made it possible to emphasize the innovations for 2008.

On the Ingelec stand, visitors could discover products such as the Lina port-holes, projectors, small rules, the network distribution boxes, the cables, and in, preview, the PODIUM 2 range.

The stand thus accommodated architects, promoters, distributors, installers/electricians, suppliers and private individuals curious to know about the company's updates.

On the business side, Ingelec was delighted, this year, by the important order promises which were taken by the commercial team as well as by the new contacts which came to enrich the company's database.

Not far from there, Plastima also succeeded in attracting an important number of visitors to its stand. A regular exhibitor in the SIB trade show which held its 12<sup>th</sup> edition, Plastima mobilized its Piping division and set for itself the basic objective to market and advertise its Ecoma new range. It is one of the most sophisticated product ranges for the realization of the sanitation works which distinguishes itself by

its performance and its respect of nature. It fits perfectly in the topic of the trade show for this year, namely, "Innovation and sustainable development in construction". In addition to that, Plastima also benefited from the trade show to develop its image with influent people, to maintain its client relationships and to canvass new customers.

The "10 Rajeb" company also did not miss this edition of the SIB trade show. Its various ranges of doors nicely decorated its stand which aroused great interest from visitors. And in order to better appeal to the 4,500 visitors of the trade show, "10 Rajeb" presented its most prominent products. The KOUTOUBIA range was developed given the revolutionary techniques which it offers in terms of reconstituted plating, offering a

remarkable finished result in a total respect of the environment.

The ATLAS range has targeted the interested professionals thanks to its various nuances (oak, walnut tree of the Atlas mountain, and wengué) and its excellent quality-price ratio, which is by the way the most interesting one in the marketplace. During all the duration of the SIB trade show, the marketing teams of the companies of the Sekkat group showed an exceptional mobilization. The result of their work may be illustrated by the strong presence of the various brands in important newspapers having ensured coverage of the trade show.

Construction professionals are already invited to attend two years from now the new edition of the SIB trade show which will be even richer in terms of innovation bearing the signature of the Sekkat Group.

## Napping

### Customized decoration for everyone!

Established in 1969, the Plastima company was distinguished thanks to its investments in a permanent search for quality as well as customer satisfaction. Thanks to its know-how, in particular in the field of printing, Plastima became a leader on the Moroccan market in the napping activity. The company exports today its creations in more than 30 countries across the globe.

Certified ISO 9001 version 2000, Plastima presents the guarantee of constant quality because it carries out itself all the production process. That enables the company to offer a broad and varied range intended both for professionals and private individuals.

In order to brighten the interiors of its customers, Plastima designs each year a new collection of tablecloths which tries to meet all tastes. Collections which make tables more colorful according to the desires of each and every one, while protecting the tables efficiently.



In addition, in order to better suit consumers' expectations, all the tablecloths and the table pads proposed by Plastima exist in packages adaptable to the various forms of furniture. The tablecloths are also available in rolls of standard length.

Always looking for innovations, Plastima recently launched the "VINYGOM" non-slip mat intended primarily for garden spaces. While making it possible its customers to protect their living spaces in a simple and practical way, Plastima also helps to bring a small touch of beauty and joy to households in Morocco and around the world.

This is not the end of the story : another collection of tablecloths is recently marketed everywhere in the traditional circuit and in the department stores under the "TREZA" brand. It is a chic, top-notch and a diversified collection, in terms of patterns and colors.

## Plastima. When plastic surpasses concrete...

**P**lastima is a world-famous company. Its logo is engraved in most of the plastic products marketed in the Moroccan market and some foreign target markets. And in its continuous innovation effort, the group has launched a new range of products : the ECOMA system intended for the realization of the sanitation grids. The goal is to propose to customers a modern piping system, presenting a revolutionary ringed profile and guaranteed faultless resistance to all the challenges it might be facing. These already exceptional characteristics are improved even more by the use of a noble material : PEHD.

Plastima is about to revolutionize its sector through this new product whose essential mission remains the collection and transport without pressure of thousands of cubic meters of effluents such as waste water, the abundant rain waters and agricultural and industrial waters.

The system is also used for storage needs. Instead of the reinforced concrete channels which break under pressure and yield

easily to aging, the plastic tube system is increasingly appreciated in the field of public works. It allows the realization of perfectly tight networks thanks to a system of synthetic elastomer joints already tested successfully in sanitation works. Thus great quantities of plastic tubes, of a big length and having internal diameters which may reach 1 meter, are now being installed in the building sites.

On the other hand, since PLASTIMA always focused its corporate policy on the offer of quality products. Ecoma is completely in compliance with the most stringent international standards such as standard EN 13476. This major innovation in the field of sanitation and construction, offers many advantages in comparison with all traditional materials used so far. The new system resists high loads, soil pressures, shocks, relative settlements of the ground, and the earth tremors, while offering simplified conditions of implementation.

Groups such as the Moroccan National Drinking Water Board (ONEP), the AI OMRANE agency for low-income housing, or the



Casablanca water and electricity utility Lydec resort increasingly to this process which they install in the trenches with flexibility and resistance and which fits perfectly in the option of the cost drop. It should be announced also that this process is completely new in Morocco and that it is for the first time placed to the manufacturers' disposal, after having been an undeniable success in North America and Europe.

Thanks to Plastima, plastic has found a new definition. Whereas it was constantly associated to fragility and evanescence, it is today synonymous with robustness and resistance.

## Three questions...

### M. Ali SEKKAT Executive Vice-President



The sector of plastic items production is closely related to Plastima. The company has succeeded, throughout the years, to impose its know-how in an increasingly demanding market.

#### How is Plastima doing?

Plastima has managed since its creation to take a lead in the market of the plastic-based production. Its activity includes many specialities whose common denominator remains the transformation and marketing of plastic materials. Plastima has become today a label, and especially, across the years, an undeniable success story. One proof of the good health of the company is a turnover of more than 430 Million Dirhams. This corresponds to some 22,000 tons of annually transformed raw material.

#### How do you intend to continue this momentum?

The group does not intend to rest on its laurels. It constantly modernizes its management, conducts continuous technological watch, increases its customer portfolio, and especially by investing as much as is required by the market. In two years,

Plastima has thus invested some 80 million Dirhams. The company employs hundreds of people, and the executive/engineers ratio amounts to more than 25%.

Production-wise, the group initiates product ranges according to specific and strategic needs.

#### But how do you manage to follow the market needs?

It should be said that in spite of the fast technological change, the group always knew how to anticipate the needs for an increasingly demanding market. A market place where the buzzwords are reliability, robustness and flexibility. Requirements which pushed, gradually, professionals to give up traditional products such as concrete and promote more malleable materials such as plastic whose technical reliability and flexibility remain unparalleled.

## Presentation...

- **Company name :** PLASTIMA
- **Date established :** 1969
- **Legal form :** Joint Stock Company
- **Share Capital :** 40,000,000 Moroccan Dirhams (MAD's)
- **Chief Executive Chairman :** Mr. Mohcine Sekkat
- **Managing Director :** Mr. Yassine Benmlih
- **Executive Vice-President :** Mr. Ali Sekkat
- **Staff :** 500 People
- **Surface :** 60,000 square meters
- **Transformed raw material :** 22,000 Tons

## History...

- **1969 :** Creation of the company.
- **1972 :** Installation of a drain line
- **1974 :** Installation of a 2<sup>nd</sup> coating line
- **1994 :** Installation of pressure pipe lines made of PVC and PE
- **1995 :** Installation of calendering line and starting of the Napping activity
- **2004 :** Obtaining the certification of the Quality Management system ISO 9001 standard version 2000
- **2008 :** Installation of a new line Double-Partition Tubes
- **2008 :** Installation of Stork line for embroidered tablecloths and Shower Curtains

## Turnover...

- **2003 :** 208 Million Moroccan Dirhams
- **2004 :** 247 Million Moroccan Dirhams
- **2005 :** 280 Million Moroccan Dirhams
- **2006 :** 340 Million Moroccan Dirhams
- **2007 :** 430 Million Moroccan Dirhams

## Plastima launches its new Ecoma range



Newly arrived at Plastima, they constitute a whole range of new products named Ecoma, including tubes, and accessories made of high density polyethylene intended mainly for the realization of sanitation networks buried for the collection of urban and industrial effluents.

The "Piping" division of Plastima, on this

occasion, organized a press conference on October 9<sup>th</sup>, 2008 at the Casablanca Hyatt Regency hotel in order to present to journalists its new range of Ecoma products. The exceptional characteristics of the new range were thus exposed, including the ringed structure of their external wall which makes it possible to obtain pipes combining resistance, lightness and economy. This concept, which is widespread in the United States and in Europe since the 1990's, is very new in Morocco, and Plastima is the first national manufacturer.

The Ecoma tubes and accessories are certified by the Public Laboratory for Tests and Studies (LPEE) and are already widely acclaimed by large operators in the real estate industry such as Al Omrane, Addoha and Fadesa, among others.

The companies in charge of sanitation also showed a great interest for Ecoma. These include the Moroccan national Drinking Water Board (ONEP), the Casablanca water and electricity utility LYDEC, the Marrakech utility RADEEMA, and others. The innovative technique of the latest creation from Plastima makes it much more powerful than the concrete or PVC products currently proposed, in particular for the coastal projects, due to their excellent resistance to the wet and salty environments. The users also find it interesting, because of speed of implementation, the job security and the better functioning of the installations.

The product turns out to be very successful : 100,000 meters of Ecoma tubes were sold in hardly 3 months.

## Visit of the hot rolling site



Following the implementation of the contracts for the realization of its new hot rolling compound project, Maghreb Steel organized a building site visit on Thursday, October 9, 2008 in order to inform the attendees about the progress status of the works of this new project.

For reminders, Maghreb Steel invested 3.7 billion Moroccan Dirhams for this new industrial site which will allow the production of one million and a half tons of hot rolled coils per year.

The project was inaugurated by His Majesty King Mohammed VI who laid the first stone of the project on December 20<sup>th</sup>, 2007. The people in charge of the company explain that through the installation of a hot rolling compound, Maghreb Steel aims at an upstream integration to reduce imports, and consequently, the cost price of finished product. The creation of the compound also tends to meet the national demand following the large-scale works launched in Morocco and to develop exports of hot rolled steel sheets. This investment, creator of wealth and employment, is part of Maghreb Steel's strategy consisting in actively participating in the development of the Moroccan economy.

## Lamacom opens a 2<sup>nd</sup> « HOME LINE » store



It is in the middle of the "Gold Triangle" district, in the Bourgogne quarter in Casablanca that "Home line" chose to establish the second store of its ensign.

Specialized in the art of table, the decoration and the marketing of the kitchen utensils, Home Line was launched successfully in May 2007, with the inauguration of a first address on the 2 mars Avenue. Lamacom took time to confirm the concept and to study the deployment of sales outlets. An effort which is explained by the strong competition which exists in this type of distribution.

Home Line which promises to impose itself as a leader in its segment is

intended for mainly female, modern, and demanding customers. But better than to fulfill the requirement of quality of the housewives, Home Line makes it possible for customers to equip their kitchens and their interior in a convivial and cordial environment.

In order to give all the chances of success to these new units, Lamacom will launch very soon a broad advertising campaign which aims to informing the public of the launching of the chain. The program includes an opening cocktail followed by a press conference, display panels, press ads in specialized magazines and the distribution of catalogues and flyers. See you in Casablanca at Boulevard Taoujât to discover your new store with one thousand and one ideas!

## A « Supply Chain » Department at Maghreb Steel

Maghreb Steel has installed 6 months ago a new Department : Supply Chain, intended to cover the supply chain in its totality. The initiative to create this new entity came following the concern from the company to improve logistic management. Indeed, at the beginning of 2008, the company called upon the Optima Logistique consulting firm from Casablanca to conduct a strategic audit of this function. The analysis showed that Maghreb Steel's supply chain was

operating correctly, but that it could, however, be improved. The study launched after this report clarified 38 points to be improved in order to tend towards Logistic Excellence. The analysis recommended in particular the installation of a dedicated department inside the Maghreb Steel organization : this is the case today.

The Supply Chain department groups together several entities

in charge of various functions : a physical flows service (reception, delivery, handling and transport) ; a raw materials management service (supplies, scheduling, inventory, and indicators) ; sales administration (local and export-oriented) ; a goods import management entity ; another one for the import and export harbor and customs operations. The supply chain is also in charge of the maintenance of the fleet of lifting trucks and company

vehicles and the management of all the logistic operations related to the construction of the new industrial site of Bled Solb.

There are more than 60 people who contribute to a fundamental objective within the Maghreb Steel, that to satisfy the needs expressed by the customers in terms for products and services, by reducing costs and by improving performance.

# The Sekkat Foundation

## The Sekkat Foundation brings assistance to orphans



They are more than 320 boarders, primary education school children for most of them, who need supervision, help and assistance. They are the children housed by the Sidi Bernoussi orphanage. The Sekkat group which is largely behind the construction of the orphanage has been participating for many years in its operation. In June 2008, Haj Mohamed BERRADA, who has been presiding for more than 20 years the Sidi Bernoussi charity (which is behind the construction of the orphanage), transferred his powers to

Saïd SEKKAT who has been an active member since 2005.

The Sidi Bernoussi orphanage is a charity shelter accommodating full-time male boarders. The latter present three social profiles. They are orphans (either of both parents, is of one of them), abandoned children or destitute families and some cases resulting from family dislocation.

The orphanage which is spread out over a surface of 16.400 square meters, opened its doors on March 23, 1986. It has a capacity of reception of 400 boarders and employs 90 people. Its management is ensured by the Sidi Bernoussi charity. Funding

comes primarily from the rents of association property, of the demolition tax, the gifts, one subsidy of the town hall and a contribution of the National Mutual aid.

These resources are far from meeting all the needs for the children, more especially as the establishment is not given any exemption nor allowance of the Government.

In addition to the employees of the institution, the Association gathers about twenty volunteers who offer help, either through financial contributions, or by giving some of their time, to the management and the good operation of the orphanage.

The institution permanently ensures to boarders, in function of its means, accommodation, food, clothing, education and vocational training. The age bracket of the boarders ranges between 4 and 28 years. Most of the boarders come from the Lalla Hasna institution and integrate the nursery school directly. Currently, this space account 14 children whose age varies between 4 and 6 years.

It is primary school education which concentrates the majority of the children with 129 boarders whose age varies

between 7 and 13 years. The junior high school gathers some 135 children and the remainder is distributed between undergraduate studies and vocational training.

Any person wishing to call the orphanage should call + 212 22 73 16 14 and contact Mister El Malki.



## Quality and Environment

### Maghreb Steel : Two new certifications planned



**M**aghreb Steel's commitment for environmental protection does not need to be proven anymore. After having passed successfully the test of certification of its environmental management system by securing the ISO 14001 version 2004 from SNIMA, Maghreb Steel embarks again

in another standardization venture. Next challenge : to get two new labels : the OSHAS 1801 certification for safety and health and the ACE 8000 certification which evaluates social responsibility.

The two events deserved the organization of an official ceremony on June 26, 2008. That ceremony represented an opportunity for the CEO of the group to personally pay tribute to the involvement of the whole staff of the company in the quality process.

Maghreb Steel wishes to achieve various goals, and in particular

ensure a regulatory watch and comply with the legal requirements of the certification obtained, succeed in a good management of waste based on the re-use, treatment and enhancement of value of this waste, treat atmospheric emissions and liquid effluents before rejecting them into the public sanitation grid, or optimize the management of energy consumptions.

In conclusion, the main take-home message is that "safety is everybody's business", message conveyed by a theatrical play organized at the time of celebration of the ISO 14001 certification.

## Innovation

### Imacab launches the flexible industrial cable (1,000 Volts)

**Imacab launches the flexible industrial cable (1000 Volts) Largely acclaimed by the installers of industrial units in Europe, the cable electric flexible industrialist is now manufactured and marketed by Imacab. It arrives right on time in the Moroccan market meeting an increasing need expressed by the installers of industrial units.**

**I**t is finally manufactured and marketed in Morocco ; the flexible industrial cable technically called U1000 RV-K is now present inside the Imacab factories. This new 1,000 volts product has a flexible copper conductor adapted to all types of low voltage connections types in industrial facility.

It may also be used in urban networks and buildings facilities.

Thanks to its class 5 flexibility (According to the CEI60228 standards), it significantly facilitates the installation process and it is particularly appreciated for its performances in the complex and winding layouts. It may be buried directly or in drains or be laid outdoors, without

complementary protection.

The use of flexible copper conductors associated to the composition of the insulator and to the sheath gives the cable a very high degree of flexibility. In addition, the insulator made of reticulated polyethylene (XLPE) of the RV-K cables makes it possible to improve their energy transmission capacity, as well as their resistance to overloads. It also raises the maximum service temperature, which may reach 90° Celsius whereas for insulators of the H07 VVF-H07 VK type, it is only 70° Celsius.

Everybody agrees to say that the use of a flexible cable considerably facilitates the installation process. It also



allows savings in terms of time and efforts which is reflected in the installation costs. Thanks to its versatility, the RV-K cable is adaptable to any type of environment : outdoors, under ground, and in industrial settings.

### Mikafric : More malleable trays for margarine

**T**he classical and simple disposable thermoformed trays, where this product has always been wrapped, are not the only solution for industrialists. Indeed, Mikafric proposes today a better package in the form of small injected trays.

For reminders, six years ago already, Mikafric had proposed this technique to industrialists who had shown big reservations because of the surcharge that it

causes. Today, to distinguish themselves on the local market, some producers started importing injected trays due to a lack of local supply in Morocco.

Mikafric then started new contacts with its partners to renew its proposal to invest in injection. This time, the professionals' response was positive.

The injection technique offers many advantages. It allows for the production

of solid, leak-proof, inviolable and especially reusable pots. In addition, the more malleable nature of these trays offers more possibilities in terms of decoration in the mould. The marketing innovation has therefore no more limits, whereas the offset technique used for the printing of the thermoformed pots offered quite less possibilities.

Beware ! Moroccan margarine braces for a new look!

## Beyond Borders

### Ingelec at the Madrid Trade Show

For the second time since its creation, INGELEC took part in the MATELEC (Electrical Equipment) equipment held in Madrid from October 28 to November 1, 2008. This year, the company was present on a stand of 36 square meters where it presented its new PODIUM 2 and OURIKA series with automatic connection, its TROPIC 2 leak-proof VDE (German standard) certified range of products, its lighting fixtures and boxes, as well as the IMACAB cable.

Though the MATELEC trade show had a mitigated success, partly because of the real crisis which shakes the Iberian peninsula,

INGELEC has appealed to many visitors who came in great numbers to the exhibition space.

The diversity of the INGELEC offer was undeniably one of the outstanding points which deserved the interest of the installers and distributors of electrical equipment, who were Spanish and Portuguese for most of them. The company did not return empty-handed from Matelec. During the trade show, the company managed to lay the foundations of a future commercial collaboration with two subsidiary companies of the ADEO (Leroy Merlin) group in Spain and AKI in Portugal.

## Sporting dynamics

### Ingelec, official sponsor of the MAS football team



The Fez football team will wear this season the Ingelec colors. More than positioning itself as the main player of Moroccan industry, the company also occupies a place of choice in the sports dynamics of the country. Already official sponsor of the Casablanca club, the Wydad, Ingelec has, this season, chosen to support the MAS from Fez.

By becoming also its official sponsor, the company begins to endow the team with an amount of 1 million Dirhams for this season. The choice of the MAS team is explained by the strong reputation of the club, its achievements and its future potential. The announcement of the partnership was made at the time of the press conference of October 23, 2008.

The event was widely covered by the national press. The

media greeted Ingelec's effort in its support to the national teams. "The leaders of the city of Fez are satisfied with this partnership which will allow their club to face the urgent expenditures", indicated "le Matin Sport" newspaper. The "Al Bayane" newspaper for its part greeted the support offered by Ingelec "which provides for incentives of up to 400,000 Moroccan Dirhams if the club is successful in the championship and wins the title". "Le Soir Echos" newspaper pointed out the importance of sports sponsoring and, publishing the declarations of the president of the Fez club, indicates that "it is a key actor in the recovery and development of the national sport". Ten other media relayed the information. INGELEC once again behaved as a corporate citizen and this did not go unnoticed.

#### MAGHREB STEEL The SEKKAT Foundation

Route Nationale N° 9, km 10,  
Ahl Loughlam - Tit Mellil,  
Casablanca - Maroc  
Phone : +212 22 76 25 00  
maghrebsteel@maghrebsteel.ma  
www.maghrebsteel.ma

#### PLASTIMA

Rue Houcine Ben Med Ben  
Ahmed (Ex rue L),  
Route còtière N°111, Km 11,  
Ain Sebaâ, Casablanca - Maroc  
Phone : +212 22 35 49 06  
plastima@plastima.com  
www.plastima.com

#### INGELEC

323, bd Moulay Ismail,  
Casablanca - Maroc  
Phone : +212 22 40 15 48  
ingelec@ingelec.ma  
www.ingelec.ma

#### 10 RAJEB

Route d'El Jadida, km 15,  
Casablanca - Maroc  
Phone : +212 22 65 21 65  
dixrajeb@dixrajeb.ma  
www.dixrajeb.ma

#### LAMACOM

Route continentale RP 36,  
Casablanca - Maroc  
Phone : +212 22 35 27 29  
lamacom@wanadooopro.ma  
www.lamacom.ma

#### IMACAB

Bd Ahl Loughlam - Quartier  
Industriel Sidi Moumen  
Casablanca - Maroc  
Phone : +212 22 76 94 50  
imacab@imacab.ma

#### MIKAFRIC

7, Lotissement Mabrouka,  
Route continentale  
Casablanca - Maroc  
Phone : +212 22 35 20 35 / 32  
contact@mikafric.com