

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS Actuaciones Cofinanciadas

Entrepreneurial Competitiveness Improvement line of the Subsidy Programme for industrial development, the improvement of competitiveness, digital transformation and the creation of employment 2017-2020, in the province of Jaen

Agency for Innovation and Development of Andalusia (IDEA)

# Programa Operativo de Andalucía

Año 2020

## Fondo Europeo de Desarrollo Regional



**The Good Practices of the Agency for Innovation and Development of Andalusia IDEA are presented herein, consisting of the aid granted in the Entrepreneurial Competitiveness Improvement line of the Subsidy Programme for industrial development, the improvement of competitiveness, digital transformation and the creation of employment 2017-2020, in the province of Jaen**

This Entrepreneurial Competitiveness Improvement line includes investment projects to improve the competitiveness of SMEs, mainly in capital goods, and that involve an initial eligible investment of more than 30,000 euros, aimed at improving concurrency and generating indefinite employment or contribute to its upkeep. Within this line, the aids for the province of Jaen, and as part of them, the companies **Benzaplastic**, in Alcalá del Río, **DNT Nonwoven Fabrics**, also in Alcalá del Río, and **Bercabox Hispana**, in Torredonjimeno, **are particular exponents of the foregoing.**

**Benzaplastic** manufactures PET plastic sheets for packers and thermoformers to produce industrial and food packaging. Faced with the increase in demand, the Jaen company has launched a new line for the manufacture of sheets for food packaging. For the start-up of this production line, the company has built a warehouse measuring more than 1,600 square meters.

For its part, **DNT Nonwoven Fabrics** has incorporated a second technical textile production line to its factory in Alcalá la Real. With this, it has doubled its manufacturing capacity from 2,500 tonnes per year of polypropylene sheets up to 5,000. This material, known as non-woven, is used for electrical meshes or packaging.

**Bercabox Hispana** is engaged in manufacturing special metal cabinets and enclosures for electrical or telecommunications installations. Due to the increase in demand in recent years, this Jaen company has decided to move its factory and acquire new, more advanced equipment. The goal, to have more space and reorganise production to improve productivity.

The eligible cost of this line of incentives in Jaen is **10,923,253.77 euros**, of which **3,950,094.20 euros** correspond to financing from the European Regional Development Fund (ERDF).

The line of Entrepreneurial Competitiveness Improvement incentives in the province of Jaen compromised the **creation of 105 employments and the upkeep of a further 1,009.**

It is considered good practice since it meets the criteria defined for this purpose.

# 1. The role of the ERDF has been conveniently disseminated amongst beneficiaries, potential beneficiaries and the general public<sup>1</sup>

The companies have installed the mandatory identification plates both in a place accessible to the public and in the machinery acquired in the framework of the projects subsidised by the ERDF.



Likewise, the companies receiving backing have also resonated this on their webpages:

**BERGABOX HISPANA S.L.**

INICIO EMPRESA GAMA DE PRODUCTOS PORTFOLIO CONTACTO

Agencia de Innovación y Desarrollo de Andalucía IDEA  
CONSEJERÍA DE EMPLEO, EMPRESA Y COMERCIO

Unión Europea  
Fondo Europeo de Desarrollo Regional

### Anexo II

Se ha recibido un incentivo de la Agencia de Innovación y Desarrollo de Andalucía, por un importe de 234.184,42 €, cofinanciado en un 80% por la Unión Europea a través del Fondo Europeo de Desarrollo Regional, FEDER para la realización del proyecto **Traslado de la empresa a una nueva nave y adquisición de bienes de equipo**.

a) «Conseguir un tejido empresarial más competitivo», en el caso de proyectos apoyados por la Orden de Incentivos para el desarrollo industrial, la mejora de la competitividad, la transformación digital y la creación de empleo en Andalucía, excepto la línea de transformación digital de las pymes.

Proyecto	Objetivo temático	Importe
Nave y Línea de Extrusión de Lámina de Pet	Conseguir un tejido empresarial más competitivo	947.029,19€

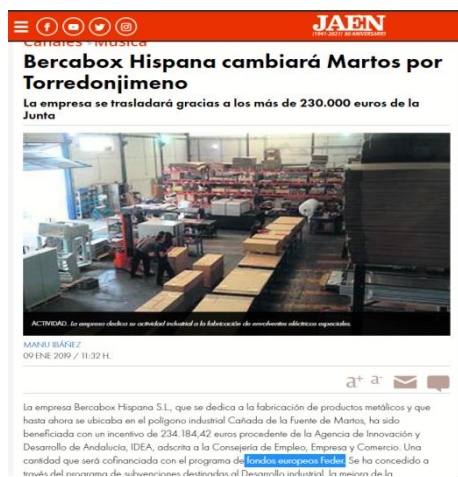
Se ha recibido un incentivo de la Agencia de Innovación y Desarrollo de Andalucía (IDEA) de la Junta de Andalucía, por un importe de 947.029,19€, cofinanciado en un 80% por la Unión Europea a través del Fondo Europeo de Desarrollo Regional FEDER para la realización del proyecto "Inversión de una línea de extrusión de lámina de pet y nave industrial" con el objetivo de conseguir un tejido empresarial más competitivo.

Furthermore, the investment made, and the financial support of ERDF funds has been reflected in the media through the dissemination in news agencies about aid in general or specific aid to these and other companies,

<sup>1</sup> The data that appears in the press releases, publications on social networks and web pages, and in the audiovisual elements may have suffered some variation due to the evolution of the projects between their approval and their certification.

as well as through the dissemination in local media (print edition, digital edition and profiles on social networks) in the province of Jaen.

In the same way, this information has been disseminated through the official Twitter, Facebook and LinkedIn profiles of the IDEA Agency and the Andalusian Regional Government to which the IDEA Agency is attached (currently the Ministry of Economic Transformation, Industry, Knowledge and Universities) and on the websites of both organizations:



It is worthwhile mentioning, aside from the foregoing, the undertaking of an audio-visual micro-space offering a description of each one of the projects and in which it is recorded that EFDR's support has been involved in these, as can be seen from the following screenshots:



These videos are published on the YouTube profile of the IDEA Agency, at the following links:

- **DNT Nonwoven Fabrics:** <https://youtu.be/bakGrl0ubBs>
- **Bercabox:** <https://youtu.be/FTnGLONJKVY>

Likewise, the **Benzaplastic** project has had a microspace for its dissemination through the main radio stations in Andalusia, which can be accessed at the following links:

- **Benzaplastic:** <https://andaluciaesindustria.fondoseuropeos-agenciaidea.es/wp-content/uploads/2020/07/05-BENZAPLASTIC.wav>

## 2. The activity incorporates innovative elements

This line of incentives has amongst its aims the improvement of the competitiveness of companies in Andalusia, through the incorporation of advanced services, the increase in economic activity, generated by increasingly more competitive companies, and the creation of more and higher quality working posts.

In the case of **Benzaplastic**, ERDF incentives have been used to start up a new line for the manufacture of sheets for food packaging. The new advanced materials that Benzaplastic obtains in the recently incorporated business line are: sheets suitable for conventional oven and direct food baking, heat-sealable sheets to manufacture containers and blisters that can be sealed with temperature or ultrasound, or sheets of organic material suitable for packaging fresh food such as fresh pizza, processed meat or cheeses, amongst other foodstuffs.

Currently in the Spanish market the manufacture of these materials for self-consumption prevails, so companies without the ability to manufacture them are supplied mainly from abroad, with sheets coming from Holland, Italy and Oman. Other of Benzaplastic's innovations is the organization of its own commercial network to supply companies in the national market.

For its part, the **DNT Nonwoven Fabrics** project has involved the incorporation of a second technical textile production line at its Alcalá la Real factory. Nonwoven is a type of technical textile produced by forming a network with fibres joined by mechanical, thermal or chemical procedures. They are not woven so it is not necessary to convert these fibres into thread. Specifically, DNT manufactures polypropylene fabric, produced by generating continuous filaments of polypropylene resin. The sheets of multi-filaments are then formed that are welded using thermal processes.

The promoted project has involved the incorporation of a second technical textile production line to its factory in Alcalá la Real, which will allow them to manufacture 1.60 m spools of this material. This increase in production will allow the company to innovate its offer by offering highly specialized products, which will allow DNT Nonwoven Fabrics to offer new solutions to its customers, and to enter new markets such as healthcare or the automotive industry. The expansion of resources will reinforce the continuous commitment to research and development of new products. DNT Nonwoven Fabrics works especially in the agricultural sector, which demands novel solutions and where new nonwoven products are well received.



**Bercabox** has decided to move its factory and acquire new, more advanced equipment. The machinery for the pretreatment of painting of parts is worthy of special mention. This new equipment allows an increase in the adhesion, quality and durability of the paint, minimizing the corrosion of the pieces. The equipment allows a durability of the paint of up to 20 years for outdoor use. It has also acquired a double girder overhead crane to improve the transport of parts on the production line and a transformation center, among other elements. It represents an innovation both in its production process, previously more focused on the manufacture of special metal cabinets and enclosures for electrical or telecommunications installations, as well as in the product it offers for which it has hardly any competitors in the national market.



### **3. Adaptation of the results to the stated aims**

The improvement in companies' output, such as those that have been supported in the line of Improvement of Entrepreneurial Competitiveness in the province of Jaen, establishes a direct link with the increase in competitiveness in their sectors.

In the case of **DNT Nonwoven Fabrics**, it has doubled its manufacturing capacity from 2,500 tons of polypropylene sheets per year to 5,000. This material, known as non-woven, is used for electrical meshes or packaging. In addition to doubling the number of polypropylene sheets manufactured per year, the second production line allows working with a width of up to 1.60 metres compared to 2.40 metres for the former. It is a width widely used in the agricultural market for thermal blankets, anti-grass or shading nets.



On the other hand, the project carried out by **Bercabox** allows it to have more space and reorganize its production thanks to the relocation of its factory. The new facilities have more than 2,100 square meters and are located in the Polígono Industrial de Torredonjimeno. Its investment will allow it to stand out from the scarce direct competition. It plans to continue promoting the paint line, as well as sales in the naval, renewable energy and telecommunications sectors, which demand more resistant products for outdoor use.





In the case of **Benzaplastic**, its project has led to an increase in production capacity to reach 9,000 tonnes more per year, reaching a manufacturing potential of 21,000 tonnes. For the start-up of this production line, the company has built a warehouse measuring more than 1,600 square metres. These facilities are in addition to the 3,000 square metres of industrial buildings that it has on its 10,000 square metre of terrain in the town of Alcalá la Real.

#### 4. Contribution to the resolution of a regional problem or weakness

This incentive programme, in its Entrepreneurial Competitiveness Improvement line, tackles as its main challenge the increase and improvement of economic activity, generated by increasingly more competitive companies, and the creation of more and higher quality working posts. In Andalusia, unemployment is compounded by the difficulty of access to business financing, a major obstacle faced by Andalusian companies, especially SMEs and which, on occasions, can slow down the development of investment plans, meaning that these projects are another instrument to contribute to reducing barriers to business development.

The adaptation of the Entrepreneurial Competitiveness Improvement line of this incentive program in the province of Jaen is embodied in the fact that ERDF financing has promoted an investment of more than **10.92 million euros**. This line compromised the creation of **105 employments and the upkeep of a further 1,009**. In the specific case of the projects of the **companies Benzaplastic, DNT Nonwoven Fabrics and Bercabox**, their eligible investment was greater than **3.2 million euros** and their commitment to create employment amounts to **16**.

#### 5. High degree of coverage of the target population

The Entrepreneurial Competitiveness Improvement line of the Subsidy Programme for Industrial Development, Competitiveness Improvement, Digital Transformation and Employment Creation 2017-2020 covers all SMEs in the industrial sector and services to industry in the province of Jaen.

In the case of **DNT Nonwoven Fabrics**, with three 24-hour working shifts, there was no growth capacity without incorporating this second line. However, the evolution of sales is increasing. The project has created eight new employments: one technical, one administrative and six production. DNT Nonwoven Fabrics has succeeded in introducing a high quality non-woven product, certified for food use that has allowed it to spread mainly in the agricultural, industrial and hospitality sectors of first quality.



The actions carried out by **Bercabox** endow it with greater space and therefore greater productivity. It started manufacturing its own parts and now, while also producing special metal cabinets and enclosures, it provides powder painting services for parts and metal articles for third parties. Furthermore, the new equipment, allows it to provide its products with greater durability, while opening up other fields. After the completion of the project, it is expected to continue strengthening the painting line, as well as sales in the naval, renewable energy and telecommunications sectors, which demand more resistant products for outdoor use.



With the investment made, **Benzaplastic** has increased its output. With the latest technology for the extrusion of PET intended for food consumption, it has increased its production capacity and has doubled exports to the European Union. Benzaplastic operates in Portugal, the United Kingdom, France and Belgium.

**6. The horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability have been taken into account**

Through this line of incentives in Jaen, the social economy and contribute to the development of a sustainable industrial activity that respects the environment.

In the case of the project developed by **DNT Nonwoven Fabrics**, the company manufactures polypropylene fabric, produced by generating continuous filaments of polypropylene resin. Forms sheets of multi-filaments that are welded using thermal processes. It is a cheaper and less polluting material, since it is 100% recyclable.



For its part, **Bercabox** has incorporated new machinery for the paint pre-treatment of the pieces, with the aim of increasing the durability of its products. The equipment enables a paint durability of up to 20 years for

outdoor use, thus also achieving more optimal products.

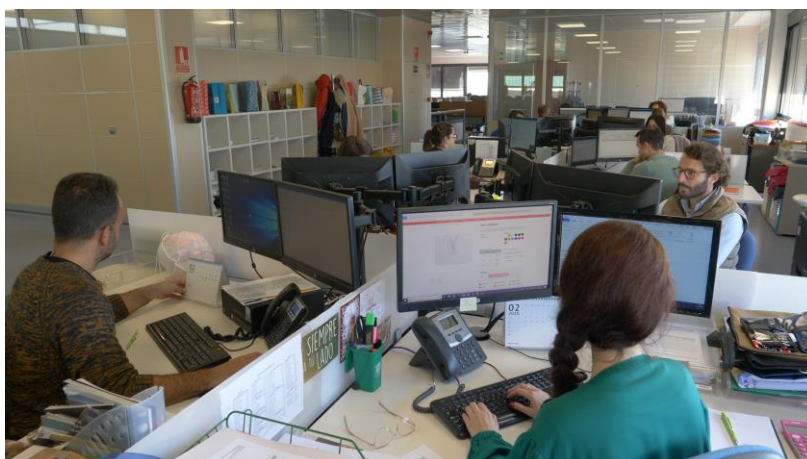


Finally, in the case of **Benzaplastic**, the technology with which it has been equipped has led to a 30% reduction in energy consumption per kilogram of material produced. With this, Benzaplastic improves the carbon footprint of its manufactured products.

#### **7. Synergies with other public intervention policies or instruments**

The aims of Entrepreneurial Competitiveness Improvement line are aligned with those of the Europe 2020 Strategy of the European Union on smart, sustainable and inclusive economic growth, which contribute to the generation of high levels of employment, productivity and social cohesion. This Strategy is reflected in different policies and strategies designed by the Government of Andalusia.

Likewise, **Benzaplastic**, along with **DNT Nonwoven Fabrics** and **Bercabox**, have created new employment thanks to this investment, which is aligned with the objectives of the Agenda for Employment 2014-2020, regarding the promotion of employment in the information and communication technology sector and in improving the competitiveness of SMEs; as well as with the Andalusian Economic Plan 2014-2020, specifically in its aim of generating employment and bolstering the business sector by increasing the number of companies with between 10 and 50 workers.



On the other hand, these subsidies are also framed within the Industrial Strategy of Andalusia 2020, in its aim of industrialising Andalusia and increasing industrial employment, as well as creating a more efficient and competitive industry.

Additionally, the supported projects are in line with the Commission communication “A stronger European industry for growth and economic recovery”, especially in pillar A, which recommends “Facilitating investment in new technologies and innovation”, and in the action "Sustainable industrial policy, construction and raw materials".

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