

**Name of the project** | More Valchromat - New technologies for product diversification

**Project code** | CENTRO-02-0853-FEDER-019203

**Main objective** | OT 3 - Strengthening the competitiveness of SMEs

**Region of intervention** | Centre

**Region of intervention** | VALBOPAN - Fibras de Madeira, S.A.

**Approval date** | 2016-09-14

**Start date** | 2016-04-01

**Completion date** | 2018-12-31

**Total eligible cost** | Euro 1.346.500,00

**European Union financial support** | FEDER - Euro 673.250,00

### **Objectives, activities and expected results**

In a scenario where there is a growing demand from users of wood panels, generating competitive pressures, Valbopan outlined the project in question through which it intends to launch an innovative and customisable solution on the market, allowing users to freely choose the colour of the product based on an international colour communication standard (e.g. Pantone or RAL). This will undoubtedly be a product with great added value for the sector's stakeholders.

In this sense, the main operational objectives of this project are summarised below:

- To endogenise the necessary technology to introduce in the market a solution of high added value for the branches of interior decoration, shopfitting and artistic carpentry, among others, through the production of MDF boards with customised colour specified by the customer himself;
- To promote internationally the new competences of product customization, targeting architects, decorators or designers who work with large corporate end users, with special needs in terms of remodelling and decoration of offices, hotels, shops or retail spaces, for example, with MDF boards with a colour adjusted to the respective branding and corporate image.

Through the implementation of this project, Valbopan intends to achieve, in the year after the project, a production of customised MDF, to be marketed under the Valchromat brand, corresponding to 5,400 m<sup>3</sup>/year, which will allow to optimise the mix of products manufactured in the Company's industrial plant, ensuring a higher average price at the plant's exit.