

BioBio Productos Ecológicos

Company profile:

BioBio Productos Ecológicos was founded in 2000 and currently employs six people. The company is based in Madrid, Spain. Following a change in ownership, BioBio's business policy was redefined at the beginning of 2006 and focussed on the sale of proven environmentally and socially responsible products to retailers.

These do comprehend products from certified organic agriculture (according to the EU regulation on organic farming or other approved standards: Demeter, Soil Association, etc.) as well as products which are certified conform to other accepted eco labels (BDIH, Ecocert, Fairtrade, EU Ecolabel, etc.). [=> Products](#)

The aim of BioBio is to introduce – in cooperation and dialogue with our customers and suppliers – new, high quality ecological products to the Spanish market contributing to its development. Through the supply of clear and detailed information on our products and their production processes, we intend to build awareness amongst our customers and their customers and thereby create the basis for the long-term business development of our company.

Market & Customers:

With an organic surface of around 800.000 ha (which corresponds to ~3 % of the total agricultural surface), Spain is the fourth biggest producer of organic products in the European Union and represents 15 % of the total organic surface in Europe.

However, the consumer market for organic products in Spain is still very small compared to other European Markets, which means that the production of organic products is far greater than the internal consumption.

Organic products are mainly sold (to around 80 percent) via specialized shops, so-called « Tiendas naturales » and « Herbolarios ». Compared to similar shops in further developed markets (e.g. Germany, Austria or UK), these shops are however much smaller and less clearly structured. In many cases, there is still a mix of organic and conventional concepts and products.

Annual sales of organic products in Spain amount to roughly 180 million €* which represents 0,2 percent of the total Spanish market. Current annual market growth for organic products is registered at 15 percent.

BioBio regularly serves a customer base of around 80 companies all over Spain (including the Balearics and Canary Islands). These customers, who are mainly « Tiendas Naturales » and « Herbolarios », but also newly opened « organic Supermarkets », are served conveniently and efficiently via a nationwide logistics service.

* Source: FIBL



Products

BioBio currently proposes a range of more than 800 articles from around 25 national and international suppliers to its customers. These are classified into the following product categories:



Natural cosmetics

- Skin care products
- Shampoos, soaps and bathing products
- Massage products
- Essential oils



Household products

- Cleaning and washing agents
- Clothes
- Toys
- Books



Organic agriculture and gardening supplies

- Fertilizers and pesticides which do conform with organic farming standards (e.g. EU regulation 2092/1991/EG).



Organic food

- Herbs & spices
- Cereal products
- Olives
- Wine
- Salt
- Food supplements



Decoration

- Salt lamps
- Jewellery
- Feng Shui



BioBio Productos Ecológicos

- Tel. +34 912 318 500
- c/ Alcarria, 7
Nave 19 - Pol. Ind. Coslada
- 28820 Coslada
- España

Customer Service: Beatriz Sanchez

- Tel. +34 912 318 500
- biobio@biobio.es



General Manager: Manuel Follana Murcia

- Tel. +34 912 318 500
- m.follana@biobio.es



International contacts: Mark Verlohr

- m.verlohr@biobio.es

