

A Brazilian Hammock Maker Just for Gringos

Contributed by Isaura Daniel
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Everything produced by Jobek, a hammock manufacturer from Fortaleza, city in the northeastern Brazilian state of Ceará, is exported. The company, in spite of having its only industrial unit installed in Fortaleza, has German capital.

They export to more than 90 countries. It has distribution centers in Germany, Italy and Canada, as well as distributors in France, the United States, Hungary, Holland, Portugal, Great Britain, Switzerland and Spain.

The factory in Fortaleza was opened five years ago. Before that, however, from their base in Germany, the company imported hammocks made by artisans in Brazil.

Currently, half of Jobek's exports go to Europe. According to Salomão, the hammocks have great turnover in the continent, since they are used for decoration purposes.

When there is a new collection, European consumers normally also change the hammocks they have in their homes and gardens. Jobek has still not entered the Brazilian market.

The products made by Jobek are hammocks and chair hammocks, also called suspended hammocks, for decorating homes, especially gardens. They come with metal and wood supports.

The hammocks are made of cotton and also with a synthetic fiber called Duracord, ideal for external settings as it dries faster and is more resistant to sun and rain. The company also produces other tailor made garden furniture.

According to the exports supervisor at the company, Giovanni Rosas Salomão, Jobek sells hammocks, retail or wholesale, costing between US\$ 10 and US\$ 490. The company manufactures about 2,000 hammocks per day from September to April, period which precedes summer in Europe, and about 800 per day between May and August.

Last year Jobek started selling the hammocks it makes to Dubai, in the United Arab Emirates. The first shipment, which according to Salomão, worked as a market tryout, was made in the middle of last year. For this year, Jobek is negotiating a larger sale.

The client in Dubai, who made the import last year and should probably do it again this year, is a distributor. He buys the products and then sells them to local retailers. The hammocks exported to the United Arab Emirates are top of the line, the most luxurious amongst those produced by Jobek.

Contact

Jobek
Telephone: +55 (85) 3371-4455
E-mail: giovanni@jobek.com.br
Website: www.jobek.com.br

Anba