

mapi

Canning fish



Moroccan Atlantic Pilchardus
The innovation for the fishing industry

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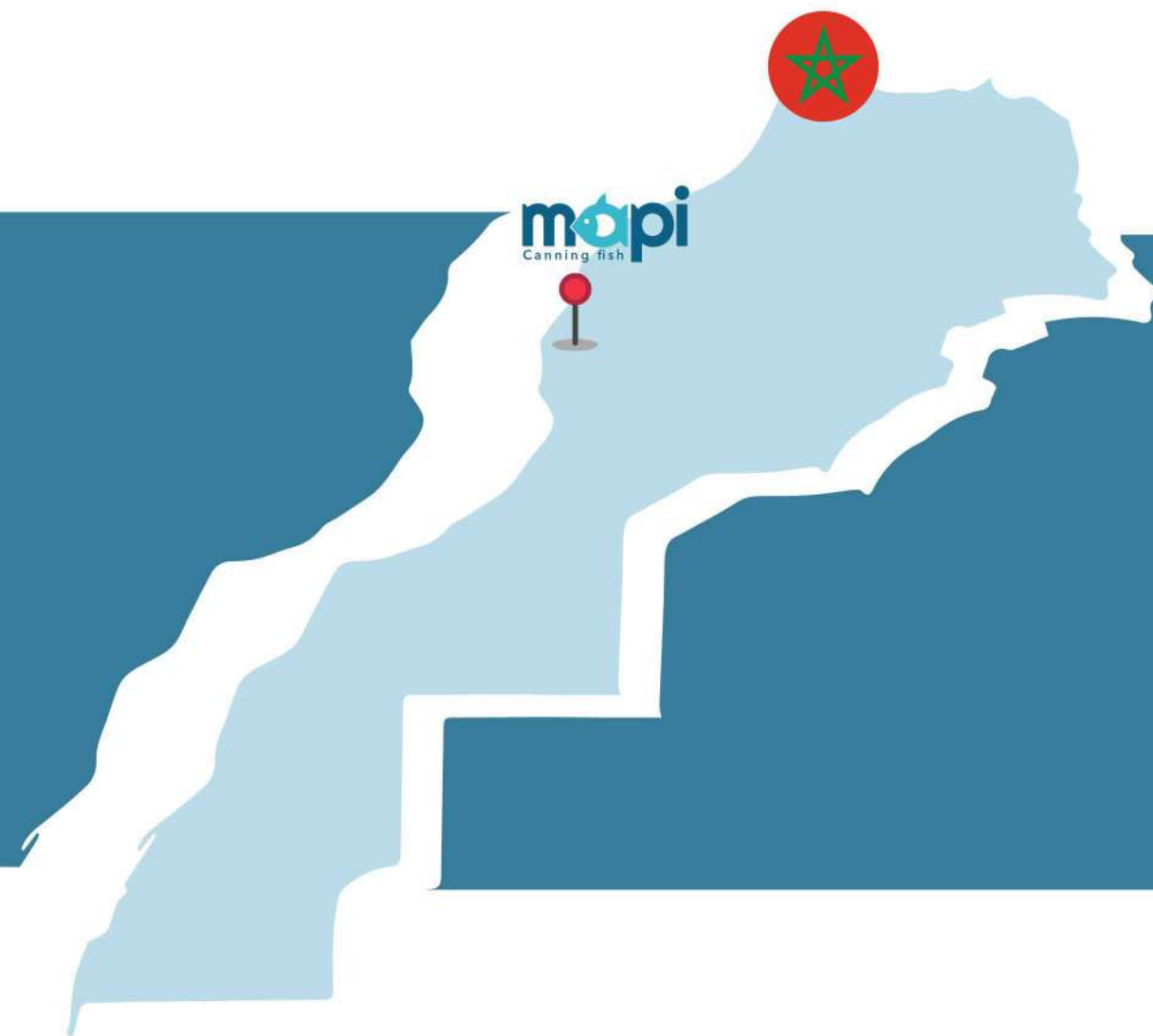
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MAPI PRESENTATION

MAPI - Moroccan Atlantic Pilchardus Industry - is part of the Eljabri group, a leader in the production and trading of processed fish. Created in 2006, MAPI is located in Safi, one of the main fishing ports of Morocco, this, giving MAPI a strategic access to Fresh fish.

MAPI has now clients from all over the world.



CANNING FISH INDUSTRY

Canning fish industry consists in conditioning fish in metal cans, usually covered with vegetable oil ...

The manufacturing process can be sum up as below:





SUPPLY CHAIN

- Raw materials (Fresh fish) are sourced by MAPI from Moroccan fishing zones.
- Fishing boats are carefully selected as part of the fight against illegal fishing.
- Every part of our supply chain is monitored and controlled in order to guarantee the quality of our goods.
- Our suppliers are regularly assessed against our quality standards as part of our risk management policy
- Upon arrival of the fresh fish at the factory, a sampling control system is applied in order to check its freshness and histamin levels.

MANUFACTURING

- MAPI is a fish processing and canning unit spread across an area of 6800m² (74000 sq.ft)
- The equipment within MAPI is state of the art and all the workers are qualified and well trained.
- Manual and automatic cutting lines.
- Steam cookers
- Sterilizers
- Automatic packing machines
- 250 qualified employees



The manufacturing process follows a control system based on the HACCP standards

QUALITY

- Quality assurance is at the core of MAPI's values.
- Quality management is a major part of every internal company policy
- in 2016, MAPI started implementing lean management programs.
- The executive team follows management training programs each year.
- All the information is centralized within our Oracle based ERP system.
- The unit has two large control laboratories. One is dedicated to chemical controls, and the other is dedicated to biological controls. (Phrase alternative)
- Control points are disseminated across the whole manufacturing process
- Raw materials, ingredients and final products are analyzed in the internal laboratory as well as in the government official laboratory.
- MAPI follows the HACCP quality standards.
- A camera based supervision system is installed all along the production process. The monitoring is done through displays in the quality department.



THE EXPEDITION

- We package our products according to our customers requirements.
- Our products are kept at ambient temperature and then loaded into 20" containers.
- The loading process is carefully monitored and subjected to numerous qualitative and quantitative controls by our agents and by the local authorities.
- The merchandise is loaded following the instructions on the packing list. The batches are kept separate in order to ease the unloading process.
- Once loaded, the goods are protected by a net spread across the door of the container.
- Two seals are fixed on the container in order to guarantee the arrival of the goods as planned.
- The loading and expedition processes are camera monitored and all the footage is recorded for archiving purposes.





CUSTOMER SERVICE

- A special support is provided for the customer throughout the entire process; Starting at the brand creation and registration and going beyond the delivery of goods.
- The sales team, in collaboration with the quality department, gives a special attention to any customer request.
- A satisfaction survey is sent annually to all our customers and is included in our yearly management review.



OUR PRODUCTS

- MAPI produces mainly canned sardines and mackerels
- 90% of our production is customer specific products (Private labels)
- Products can take different presentations, formats, sauces and packaging. Please find a summary table below:

• SPECIES:

Species	Scientific name	Fishing Zone
Sardine	Sardina Pilchardus	FAO34
Mackerel	Scomber Colias	FAO34

• PRESENTATION:

Sardine	Mackerel
Whole Sardine (Etched - Eviscerated)	Whole mackerel
Skinless - boneless	Mackerel filets with skin
	Skinless mackerel filets

LOGISTICS

- MAPI can work under any incoterm desired by the customer
- Most of our customers choose to work under the C&F incoterm, allowing them to leverage our experience and our privileged relationships with the different shipping companies.
- Loading is generally done in 20" dry containers because of weight limitations on the 40" containers.
- Please find below a summary table of loading capacities per containers:



● RR90

- Capacity : 90 ml
- Gross weight : 144g
- Net Weight : 90 g
- Drained weight : 65g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
NACKED OR LITHO	70	2250	22.050
CASES	50	2600	18.200
CASES	24	6000	20.160
CASES	25	6000	20.000

● RR125

- Capacity : 125 ml
- Gross weight : 170g
- Net Weight : 125g
- Drained weight : 90g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
NACKED OR LITHO	25	5000	20.375
CASES	24	5000	20.760
CASES	25	4945	21.387
CASES	50	2450	22.490
NACKED OR LITHO	50	2700	22.005
NACKED OR LITHO	100	1400	22.820

● 1/2 TALL

- Capacity : 425 ml
- Gross weight : 488g
- Net Weight : 425g
- Drained weight : 297g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
LABLED	24	1852	21. 690

● RO280

- Capacity : 280 ml
- Gross weight : 335g
- Net Weight : 270g
- Drained weight : 175g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
NACKED	24	2260	18. 170

● RO550

- Capacity : 550 ml
- Gross weight : 680g
- Net Weight : 550g
- Drained weight : 385g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
NACKED	24	1400	22. 848

● RO900

- Capacity : 900 ml
- Gross weight : 1130g
- Net Weight : 900g
- Drained weight : 630g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
LABLED	12	1600	21. 696

RO1000

- Capacity : 1000 ml
- Gross weight : 1190g
- Net Weight : 1000g
- Drained weight : 700g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
LABELLED	12	1400	19.992

RO2000

- Capacity : 2000 ml
- Gross weight : 2400g
- Net Weight : 2000g
- Drained weight : 1400g



LOGISTIC CARD : FCL 20' DRY

CAN PACKAGE	CAN PER CARTON	CARTON CAPACITY	TOTAL GROSS WEIGHT (kg)
LABELLED	6	1400	20.160

mapi can
adapt other formats
according to the
customers's
requests



OUR PROJECTS :

NEW PRODUCTS LINES :

📍 Oriental line:

- Tagra Sauce
- Tagra with vegetables
- Hot and Spicy tagine

📍 Baby line:

- Baby Sauce
- Bonelless sardines

Today, MAPI offers its customers a new system of order tracking named "MAP it". This system allows them to track their orders from the proforma invoice to the delivery of the products. This service is available in our online platform: www.mapi.ma



BABY SAUCE



TRACK YOUR ORDERS IN REAL TIME !



**YOUR PACKER
YOUR CANNED FISH SUPPLIER**