Grupo Ecoinver unifies its identity with a new corporate image

Grupo Ecoinver, a solid union of companies dedicated to the production and export of both conventional and organic vegetables, officially presents its new corporate image. This image unifies the various companies within the group under a single name, especially highlighting the export companies Ecoinver Export **y** Ecoinver Bio**, which are the driving force behind its presence in international markets.**

With more than 15 years of experience in the sector, Ecoinver Export has established itself as one of the leading players in the export market for conventional horticultural specialties. Meanwhile, Ecoinver Bio, founded in 2022, has shown rapid growth and earned a prominent place in the European market for organic and biodynamic products.

This year, the group takes another step in its expansion and diversification by adding yellow melon to its portfolio, thus broadening its product offering. This new product reflects Grupo Ecoinver's commitment to innovation and quality, meeting the growing demands of consumers and contributing to strengthening its presence in international markets.

Economic Growth and Employment

Regarding its economic performance, the group's turnover for the last campaign has reached nearly 70 million euros, with a projected 20% growth for the current campaign, demonstrating Grupo Ecoinver's strong position in the sector and its ability to continue expanding its business.

Furthermore, the group has made a strong commitment to job creation, increasing the number of employees each season to meet the growing demand for its products. This focus on employment reflects Grupo Ecoinver's commitment to local economic development and its desire to contribute to the well-being of the communities in which it operates.

Social and Cultural Commitment

Grupo Ecoinver continues to play an active role in the social and cultural growth of the communities in which it operates, collaborating with local entities such as the ASPRODESA association for people with disabilities, supporting initiatives that promote inclusion and social well-being.

Additionally, the group remains active in sponsoring cultural and musical events of importance in the province, collaborating with major events such as Cooltural Fest, Mojacar 5 Estrellas, and El Ejido al Natural.

A New Image and a Promising Future

The rebranding of Grupo Ecoinver showcases its focus on innovation, sustainability, and teamwork. The new slogan, "Unique people for unique products," highlights the importance of the individuals who are part of this successful project: workers, farmers, clients, and suppliers, as well as friends and family. This change aims to value all those who contribute to the group's growth, acknowledging that its success is the result of the collaboration and collective effort of each member of the Ecoinver family.

The new slogan replaces the previous one, "Unique products for unique people," although the latter remains the individual slogan for each export company, emphasizing how the talent, dedication, and commitment of the people who make up Grupo Ecoinver have been key to achieving the successes to date. "Thanks to the effort and passion of each member of our team, we have managed to expand our borders, bring our vegetables to international markets, and offer superior quality products, both conventional and organic," stated Ismael Segura, Manager of Ecoinver Export.

A Promising Future

Grupo Ecoinver continues its path towards innovation and excellence, with a firm commitment to

maintaining its leadership in the vegetable export sector. In the coming months, the company expects to strengthen its presence in key European markets, further consolidating itself as a reference in sustainable and responsible production.