

The Ipad 3 wears leather from Ubrique

LOCATION: Ubrique (Cádiz)
VTR: 1'40"

SUMMARY: Despite being a traditional art, the leather industry from Ubrique (CÁdiz) has reinvented giving new answers to new demand particularly related to technological products. One of these family companies PielFrama now makes cases for products such as mobile phones and tablets among other things, also they created a line for the Ipad 3 even before these were available in Spain. Most of their business orders come from the Internet. They serve in 50 different countries, and their main client is the United States; however they sell in countries as different as Kazakhstan, China, Japan or Australia.

VTR:

Artisan hands to dress something as technological as the Ipad from Apple. It is the reinvention of the most traditional leather industry from the town of Ubrique in Cadiz. Don't be fooled by the simplicity of their workshops because...

M^a ISABEL LÓPEZ
PielFrama

"99% of our selling is done through the Internet..."

ANGÉLICA MENACHO
Exports Dept. PielFrama

"...to countries as different as Kazakhstan can be."

Most of their products are exported. Their main client is the United States, where they have their own delegation, a place where people queue for hours or even days before the launch of products such as the Ipad 3.

M^a ISABEL LÓPEZ
PielFrama

"And to be able to have it in our premises before it even goes on sale in Spain. And although we have a four or five days delay with respect to the launch in the US within that period of time we get the real thing so we can start work."

They entered the American market thanks to mobile phones. In 1984 they produced cases for their enormous batteries. That was 7 years before these phones were even available in Spain. Their popularity made them receiving a curious order from the White House.

FCO. JAVIER LÓPEZ
CEO PielFrama

"They wanted a case made out of ostrich skin with a secret video camera compartment in it for the president who at the time was Ronald Reagan".

ROCÍO LÓPEZ
PielFrama

"When he got it he was so impressed with the artisan's work that he decided to exhibit it at the Modern Art Museum in New York City, where it can still be seen today."

Museum pieces and accessories for the stars. Their designs have seduced people such as Madonna, Naomi Campbell, Julio Iglesias or The Rolling Stones.

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