

Two Andalusian entrepreneurs create sustainable iPhone cases made out of olive wood

LOCATION: Pegalájar (Jaén)

DURATION: 1:50

SUMMARY: Two entrepreneurs from Jaén commercialize iPhone cases made with wood that comes from olive pruning. They chose this material thinking of its strength and the exclusivity given by its grains. To bring colour to these cases, these entrepreneurs have started using other noble wood as amaranth, African padauk and ebony. The last edition of the SIMO technological fair has served them to establish contact with international companies.

VTR:

From something as rural as an olive wood trunk to something as technological as an iPhone case. These young entrepreneurs from Jaén have started manufacturing cases for Apple mobiles with the wood of a tree typical of their province.

DAVID LEÓN
Cofounder 'Doccases'

"We want to join both things by doing this, a case hard and beautiful and exclusive for the last technologies."

So exclusive that each case can be unique if the client asks for it.

CRISTOBAL TRIVIÑO
Cofounder 'Doccases'

"Everything could be personalized, the woodcut of the case as the client requests."

The manufacturing process is artisanal and the wood they use comes from olive pruning, that's why these cases are sustainable, because it isn't necessary to cut down any tree for their production, although the choice of this wood also has aesthetic reasons.

DAVID LEÓN
Cofounder 'Doccases'

"Each olive tree has a different shape and grain, so it is amazing how each one can turn up, exclusive."

However, thinking of colour variety this cases also..

DAVID LEÓN
Cofounder 'Doccases'

"We are using noble woods as amaranth, African padauk and ebony."

They think that their dedication to Apple can open them the doors of the international market; although they already took their first step towards internationalization in the most important technological fair in Spain.

DAVID LEÓN
Cofounder 'Doccases'

"Thanks to SIMO several foreign enterprises have shown interest and the truth is that they are pretty interested."

And they will introduce some changes to expand the business.

CRISTOBAL TRIVIÑO
Cofounder 'Doccases'

"We are going to leave the iPhone line a little, we will work with another brand... and in other price range, something more affordable."

A completely natural product ready to get to every corner of the world.

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