

MOLTACTE: A BIT OF HISTORY

Moltacte began in 2006, when Miquel Isanta, (then manager of the Molí de Puigvert Foundation, with more than 25 years of experience in the Maresme community - therapeutic work), Oscar Miró, (manager of the Taller Auria cooperative workshop, created in 1976 which includes 225 physical, mental and psychic disabled people in its special employment centre in Igualada), and Juan Ruiz, (manager of Teixidors – a cooperative in Terrasa dedicated to the manufacture of woven fabrics, which trains people with learning difficulties), decided to create a second-level cooperative that would allow them to start a business including people with mental disorder. The decision was based on complicity - the three founders had known each other for many years - and on the identification of a need: a company that from the standpoint of social economy and integration of people at risk of exclusion from employment, would make use of the *outlet* formula, and sell the products produced by special employment centres.

The project was launched in January 2007 with the opening of a shop that marketed products from Teixidors as well as from Tapicerías Gancedo in Palafolls. Months later, in December that year, after seeing that the commercial package needed to be reconsidered and with the support the city council, all efforts were devoted to a new shop, this time more in tune with an Outlet of fashion brands in Manresa. Manresa would become the base of operations for Moltacte with the aim, now completely defined, of creating new shops in other locations, thus replicating a model that seemed viable and successful. At that moment Ana Artazcoz joined Moltacte; after many years of involvement in development cooperation, she saw in Moltacte the possibility of getting involved in a charity and proximity project.

In February 2008 Moltacte signed an agreement with the textile group FAGEPI, a textile cluster located in Igualada representing more than 190 textile companies in the region. This agreement marked a turning point in the development of Moltacte because it involved the active partnership of a number of prestigious fashion brands (Escorpión, Naulover, Messcalino, Torradas) and it defined the commercial offer of Moltacte for the future. These four brands were to be joined by four more - Armand Basi, Yerse, Selvatgi y Diktóns—expanding their product line once again. In October 2008, Moltacte opened its first multi-brand shop in Manresa, and soon after, a few metres from the first point of sale, it opened a new Moltacte shop, this time dedicated to Mango products.

A year later, in November 2009, the mayor of Sant Boi del Llobregat visited the Moltacte shops in Manresa, and expressed his desire to reach an agreement with Moltacte to open a shop in his municipality. The agreement became reality in December 2009 and the new Moltacte shop meant the development and perfecting of ideas defining the entire project.

By mid-2010 Moltacte was a reality in a clear process of consolidation. The task ahead lies in further developing the project based on the values and criteria that have encouraged it from the beginning, and updating and optimizing everything done to date. From this perspective, that of improvement and updating, we must consider the change in one of the two Moltacte outlets in Manresa carried out in February 2011 which has given rise to Moltacte, Baby & Kids, an outlet dedicated exclusively to fashion garments for babies and children. This new initiative opens up our future expectations due to the diversification of product lines and, therefore, collaboration with other brands and companies.