



# BERROCAL

TAKING **PERU** EVERYWHERE

Foreign Trade | Peruvian Handcraft | Hospitality



MEMBER



Crafts Council Peru

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# BERROCAL: *a familiar tradition*

- We are a Fair Trade Company, dedicated to the export of handmade decorative products, for the Decoration, Gifting and Hospitality Industries.
- 40 years ago, the company started making embossed leather furniture. Today we manage many of the Peruvian Handcraft Product Lines, specially the Reverse Painted Glass pieces.
- We export to more than 16 countries: Argentina, USA, United Arab Emirates, India, Italy, England, Turkey, Hong Kong, Puerto Rico, Jordan, Morocco, among others.
- Our work takes Peruvian culture everywhere, and contributes to improve the life of our artisans and their families.
- Each object of BERROCAL is a manifestation of the hands of its craftsmen, its cultural heritage and the expression of designs that tell part of the history of Peru.







# BERROCAL

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## MISSION

Promote and participate in the development, quality and innovation of Peruvian crafts, through export and internal trade; in order to improve the quality of life of the artisans, to develop competitiveness and efficiency in production, and to increase the value of our crafts in the 5 continents.



## VISION

Achieve through the joint effort with our artisans, be the best export and trade company of Peruvian crafts, being recognized by our leadership, focus on the satisfaction of our customers and an excellent promotion of the Peruvian culture.



# Fairs and Shows

A collection of decorative boxes and a perfume bottle are displayed on a white surface. The boxes vary in size and shape, featuring different finishes and designs. Some have a metallic, textured appearance, while others are painted with intricate patterns or abstract designs. A small, square perfume bottle with a gold-colored cap is also visible. The background is a solid red color.

Ambiente @ Frankfurt

Peru ModaDeco @ Lima

HK International Jewellery Show @ Hong Kong

Index @ Dubai

Expomarketing @ Lima



# Customers

- Bateel, UAE
- Annada, Bahrain
- Paşabahçe Mağazaları, Turkey
- Tika Imports, USA
- Sypniewski, Poland
- Made Goods, USA
- Pigeon & Poodle, USA
- Coya Restaurant, UK - France - UAE - Greece - Qatar
- 2XL, UAE
- Apartment9, India
- Ethan Allen, USA
- Abhika, Italy
- Labrazel, USA
- Accendo, Singapore
- Rapsodia Home, Argentina
- Oma Living, India
- Etc.





# Hospitality Projects

- Our experience working with the world's leading retailers, the sustainable development of our collections, and the extensive know-how we have in Peruvian Handicrafts, puts us in the ability to participate in projects of medium and large-scale hospitality.
- We have developed projects with Hotels, Restaurants, Spas and Churches, inside and outside of Peru.



Swissôtel Lima @ Perú



Parrish San Pedro Mártir, Guaynabo @ Puerto Rico




Palacio del Inka, a Luxury Collection Hotel @ Cuzco, Peru



Coya Restaurant, Montecarlo



# Product Lines: *Reverse Painted Glass*

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- Painted Glass, for example, is a technique that came to Peru in the 16th century and was made part of the cultural syncretism of the Colonial times.
  - We have innovated the technique by making use of mirrors instead of glass, thus creating pieces with a better texture and sophistication in the design.
  - It is ART behind the glass.





## More Information about the technique

- It is a Peruvian technique, learned from the Spanish people who conquered our country, Peru.
- Blocks of glass are hand painted on the back side, and then, all the blocks are assembled on a wooden structure.
- Our latest innovation, is to work this technique on mirror instead of glass. To make it, we need to take out the silver nitrate from the back side shaping the design we want, and then, the clear areas are hand painted.
- Pieces made with *Reverse Painted Mirror* technique, have a more luxurious and stylish appearance.
- Also, with the *Reverse Painted Mirror* technique, we can make aged mirror backgrounds, in different tonalities.
- Mirror, as raw material, is a little bit more expensive, than glass.
- Video of the manufacturing process:  
<https://youtu.be/vWozarqVkJw>



# Examples of our Customers' designs & ideas for gifting



## Bateel – UAE

We are working with this brand more than 5 years. We make luxury packaging for their dates and chocolates.



The boxes have a special lining inside (food safe), velvet on the base, special hinges and logo (metal plate or metal sticker).



# Examples of our Customers' designs & ideas for gifting



## **The Westin Lima Hotel & Convention Center - Peru**

We made these boxes for the Event/Banquet Department of the hotel.

The glass was painted with graphic design elements of the Brand, including the Logo.

Inside, the box has special compartments for tea bags, sugar tubes and sweeteners.



# Examples of our Customers' designs & ideas for gifting



## TWG Tea - Singapore

We make Tea Bag Boxes and Trays for this Singaporean Brand.

We had to adapt the TWG logo to these designs, that we have in our catalog.

This custom made box has 6 divisions for the special size of the TWG tea bags.





# Product Lines: *Butterfly Wings Silver Jewelry*



- The butterfly wing jewelry collection, is a small glimpse into the ecological diversity of Peru, where there are 4 thousand species of butterflies discovered and 3 thousand to discover.
- The overpopulation of butterflies and their short life (2 days in average), generates the existence of butterfly farms, for the use of them by the inhabitants of the jungle communities and regulated by the Peruvian Government.
- 100% ecological & sustainable.



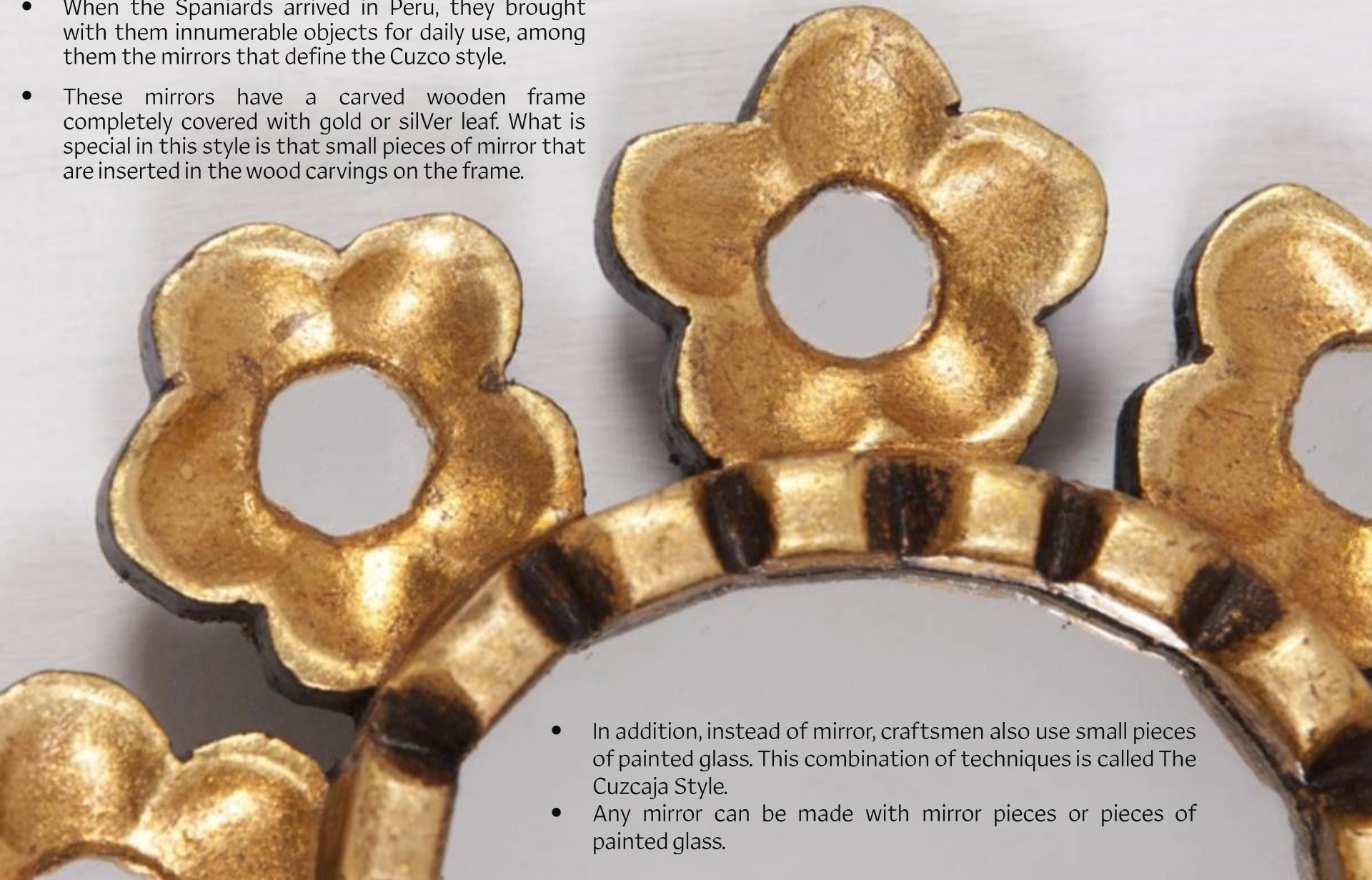
# Product Lines: *Butterfly Wings* *Silver Jewelry*





# Product Lines: *Cuzquenian Mirrors*

- When the Spaniards arrived in Peru, they brought with them innumerable objects for daily use, among them the mirrors that define the Cuzco style.
- These mirrors have a carved wooden frame completely covered with gold or silver leaf. What is special in this style is that small pieces of mirror that are inserted in the wood carvings on the frame.



- In addition, instead of mirror, craftsmen also use small pieces of painted glass. This combination of techniques is called The Cuzcaja Style.
- Any mirror can be made with mirror pieces or pieces of painted glass.



# Product Lines: *Framed Butterflies*

- The great variety of butterflies allows us to create pictures with stuffed butterflies, and also frames of mirrors.







# Product Lines: *Folk Art*

- There is an expressive need in the peoples that manifests itself through the creation of various objects, whether of daily use or that fulfill certain function of social character, that give beauty, color and joy to their lives.
- Different products are considered Popular Art: carved gourds, nativity scenes, Ayacucuan Retablos, replicas of huacos, Andean textiles, etc.



# Contact

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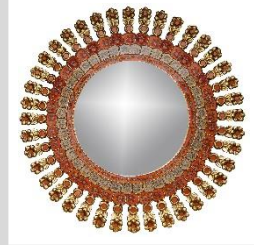
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