


New Owner Investing Millions in Miralago/Orbita

label: Home  1375

AGUEDA, Portugal – With a decades long industrial background, he knows very well what he wants for his new company... and how to get there. And he is convinced that the current reshoring trend in bicycles and bicycle parts production, combined with Portugal growing into a major production center for the EU industry, offers opportunities. Who is 'he'? Jorge Santiago, since last September the new owner of Miralago/Orbita.



Industrialist Jorge Santiago is since last September owner of Miralago/Orbita. – Photo Bike Europe

After taking-over Miralago/Orbita in September 2015 Santiago knew that the company was in disarray. That was caused by the previous owner, who neglected the company that was founded in the fifties. Breathing new life into Miralago/Orbita is Jorge Santiago's goal. Making aluminium bicycle and e-bike frames, requiring a multi-million investment is part of his plan.

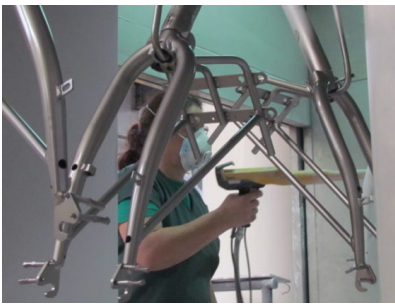
Metal-working company

Miralago is a metal-working company for steel parts and frames. The company cuts, forges, welds, and paints (including powdercoating). Orbita is a bicycle manufacturer specializing in public bikes. The company is, along with Accell, one of the producers of the Paris' Velib bikes. But Orbita also offers a complete line-up including e-bikes.

Start of alloy parts production

Miralago is a supplier to MBK/Yamaha of steel structural parts used in scooters and also in motorcycles that are produced in France. Such 'structural' parts Jorge Santiago is also planning to produce for bicycles and e-bikes. Next September the production of alloy forks and handlebars is to start, followed by complete frames made by welding robots. By the end of 2016 this production is scheduled to start and is to reach a level of 160 frames per day in 2017.

Photos



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Published by Jack Oortwijn on 31 Aug 2016
last update: 5 May 2017



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