

THE TASTE OF FAIR ORIENTAL



INPROBA

2023

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FAIR ORIENTAL

"Quality Assurance and sustainability are at the heart of our company's 'fair oriental' philosophy.

We offer value for money, we respect the environment and we look critically at sustainability and working conditions. Not only here, but also in the countries from which we source our ingredients."

Rob Libbenga, Director of Inproba BV



1959

STARTING TO GROW

Soon it was time to move into an own bigger space. New products like sweet soy sauce and bags of fried rice and bami vegetables where added.

1997

BURSTING OUT

Building a new manufacturing facility at the current location. The space was designed with growth in mind.

2015

PROFESSIONAL PRODUCTION FACILITY

State of the art production. In 2015 we extended this production site to achieve sustained growth

2022

CAPACITY EXTENSION

In 2022 we installed 2 additional high-speed packaging lines and additional cooking capacity for 3.000 kg per hour, to accomodate further growth.

1956

START FROM GRANDMA'S SHED

Inproba, which stands for Indonesian Products Baarn, is established in 1956. It all started with the production of prawn crackers.

1975

EXPANDING INTO PRIVATE LABEL

Besides creating our own strong brand, we added production of private label.

1998

OBTAINING CERTIFICATES

BRC certification was achieved in 1998 and IFS certification soon followed. Quality assurance and sustainability are from now officially indispensable at Inproba and form the heart of the company philosophy 'Fair Oriental'.

2020

RAINFOREST ALLIANCE

Since 2020 all our Inproba label sambals and chilli sauces bear the Rainforest Alliance Certified™ quality mark.

OUR MISSION

To ensure that everyone can enjoy a tasteful oriental meal for a fair price while contributing to a better world.




OUR VISION


We continuously respond to changing consumer needs with our accessible oriental meal components. We strive for the most sustainable way of producing without unnecessary additives to our products. Together with our customers and suppliers, we build a sustainable partnership. With this philosophy, we contribute to a better world and make 'doing good' accessible to everyone.




FOCUS ON HIGH QUALITY AND A FAIR PRICE

We prioritise efficiency in our production to ensure that our products meet customers' expectations. Our production process helps minimize waste, optimizes resources, and streamline operations, leading to cost savings. This way we can offer competitive prices without compromising on quality.

 We consciously choose to limit advertising for our brand. No expensive advertising campaigns on television or in magazines for Inproba.

 We take on the costs associated with social responsibility and view them as an investment in our living environment and the climate.

 We are dedicated to reduce energy consumption and minimize packaging waste.





DE SMAAK VAN EERLIJK OOSTERS

INPROBA

CONTRIBUTION TO A BETTER WORLD

We only work with suppliers who, like us, prioritise sustainability. Collectively we create a positive impact on the environment and support a clean living environment for the next generation.

 Our operations have been climate neutral since 2020 (on scope 1 & 2).

 100% of the chilli peppers we use for our Inproba label are purchased from Rainforest Alliance Certified farms. These farms always grow and process the plants with respect for people, plants, animals and the natural environment.



PRODUCING PURE PRODUCTS

Naturally, Inproba meets all the strict legal requirements imposed on the ingredients of our products. But we don't even think these are enough. We want our products to be "pure nature". This is why we are committed to reduce the use of artificial additives.

Our products are free from artificial flavors, preservatives, and added colors.

No genetically modified organisms, sparse use and only RSPO certified palm oil and environmentally and human-friendly cultivated soy.

We have strict quality control measures in place to ensure the safety and quality of our products.



INNOVATE FOR HEALTH AND SUSTAINABILITY

At Inproba we are very passionate about developing quality products without artificial colours, flavours or preservatives. We keep on researching ways to reduce salt and sugar while keeping an excellent taste.

We are very committed to produce products environmental friendly. From the raw materials that we source to the packaging we use to send our products out into the world.

Development of the first natural prawn crackers without prawns.

Focus on reducing salt and sugar without concession to taste.


Transition to mono-material packaging for our Inproba label products to minimize waste and improve recyclability.





CAPACITY

High quality and competitive prices. Those are the cornerstones of Inproba's production philosophy.

In our modern production facility we have an expansive setup of various production lines to meet our customers expectations. Inproba can efficiently produce a wide range of products, handle increased production volumes, and adapt to changing market dynamics.

 We have 20 high end packaging lines for efficient production processes.


 We have a cooking capacity between 18-24 million kilo per year


 Inproba produces more than 70 million units per year.


DEVELOPMENT

Our in-house R&D department develops high quality recipes. We anticipate and respond to consumer preferences and stay on top of market trends related to clean label, allergen-free, and sustainable products.

We can address specific dietary needs, and create innovative and sustainable packaging solutions.

 We have over 235 active / operational recipes


 We made more than 650 different product in the past year.


 Our quality department plays a key role in our constant quality assurance drive.



COMPETITIVE FOOD SOLUTIONS FOR RETAIL, INDUSTRY AND CATERING

As an independent family company, we have grown into a renowned producer of a wide range of competitive food solutions for retail, industry, and catering sectors, providing tailored products for oriental and other world food cuisines.

 Inproba understands the specific requirements of the food industry and offers solutions with a strong focus on quality and food safety.

 For 65 years, we have built our reputation on high quality and competitive prices!

TRUSTED PARTNER IN RETAIL AND INDUSTRY

You'll find our products in every supermarket in the Netherlands. Inproba is also a trusted partner for many international retailer and trade partners. Both under our own Inproba brand as well as under private and fancy labels.



Superunie



JUMBO
supermarkten



colruyt



Carrefour



ICA

REWE



COSTCO
WHOLESALE

**martin &
servera**

PENNY. REMA 1000



INPROBA B.V. Hermesweg 17-19, 3741 GP BAARN

sales@inproba.nl www.inproba.nl

T: +31 (0)35 542 99 22