

The 'Good' Cartel: How One Maltese Startup is Smashing the Supply Chain Status Quo

Disrupting the status quo: Cartel 72 unites Maltese contractors to cut material costs through the power of collective procurement.

PIETA, MALTA, January 13, 2026 /EINPresswire.com/ -- Construction in Malta is tough. The margins are tight, the logistics are a nightmare, and for too long, independent contractors have been at the mercy of a supply chain that simply doesn't care about them. Enter [Cartel 72](#).

In an industry ruled by slow-moving giants and inflated middleman fees, a new player has arrived to flip the script. Cartel 72 has officially launched as [Malta's first-ever procurement aggregator](#), and they aren't just entering the market—they are kicking down the door.

Strength in Numbers

The concept is as rebellious as it is brilliant: Organized purchasing power.

For decades, only the largest developers had the capital to command factory-direct pricing. The independent contractor was left fighting for scraps, paying premiums to importers and distributors who added markups without adding value.



The sun sets on high markups. Cartel 72 invites contractors to join the supply rebellion.



We cut the middleman so you don't have to pay him. Factory Direct to Malta, premium steel and materials, straight from the source to your site.

Cartel 72 disrupts this archaic model by aggregating the buying power of multiple contractors. By pooling demand, they force the market to treat a group of independents with the same respect—and pricing—usually reserved for industry titans.

+1

"We aren't just a supplier; we are a movement," says a spokesperson for the brand. "We're cutting out the bloated middle layers of the supply chain and passing those savings directly to the people who actually build this country. It's about time the little guy had the biggest stick."

The "Near-Shore First" Strategy
While the rest of the world complains about Red Sea delays and Asian freight bottlenecks, Cartel 72 has already pivoted. Their "Near-Shore First" strategy aggressively targets accessible regional markets like Turkey and Egypt.

By bypassing long-haul freight routes, they are securing high-quality steel rebar, premium finishing products, and construction consumables with rapid turnaround times. They aren't waiting for the global supply chain to fix itself; they are building a new one that works for Malta.

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We aren't just a supplier; we are a movement. We are organizing purchasing power to finally smash the status quo for Maltese contractors.”

*Gianluca Vella Valletta,
Founder of Cartel 72*

Malta First, Europe Next
Cartel 72 is proudly Maltese, born out of the specific frustrations of the local market. But the vision is continental. This launch marks the beginning of a roadmap designed to expand this aggregator model across the European Union, proving that a lean, aggressive

procurement strategy can work anywhere.

Join the Rebellion

The industry is changing. The days of accepting high "landed costs" as a fact of life are over. Cartel 72 is inviting contractors to stop overpaying and start procuring with power.

The logo for Cartel 72 features the word "CARTEL" in a bold, black, sans-serif font. Below it, the number "72" is rendered in a larger, stylized, black font where the '7' and '2' are connected.

CONSTRUCTION MATERIAL
EST. 2018

Cartel 72: Est. 2018. The official mark of Malta's first procurement aggregator.

They are building a community of builders who refuse to be squeezed by the status quo. If you want to keep your cash flow healthy and your projects moving, it's time to join the cartel.

See how we are [rewriting the rules of procurement](#) at cartel72.com.

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