

## COMPANY EXPANSION

Company expansion



When a company decides to open a new branch or subsidiary, there are always a considerable number of features to bear in mind. But with a continuously expanding customer base and, consequently, growing demand, Agr made a logical choice with its new sales and service centre.

# AGR INTERNATIONAL

## new regional sales and service centre in Mexico

**A**gr International has announced the opening of Agr Packaging Services, a new sales and service centre located in Mexico. This new entity is a wholly owned subsidiary of Agr

International (USA). Through this entity, Agr will manage all of the sales, parts supply, service and support operations for Agr equipment in Mexico, Central America and the Caribbean.

### **MEXICO – PACKAGING SEES SIGNIFICANT GROWTH**

As the packaging markets in Mexico and the surrounding region continue to expand, Agr has recognized a significant

growth in the demand for its quality management and process control equipment. This is evidenced by an ever expanding customer base in this region. The establishment of Agr Packaging Services is intended to meet this growing demand with a direct sales and service operation centrally located in the region that utilizes factory-trained Agr personnel.

According to Robert Cowden, Agr's Chief Operating Officer, "The opening of Agr Packaging Services will bring a number of benefits to customers in the region. These include the ability to respond to customer calls in a timely and cost-effective fashion via locally based service technicians, local language support, additional training resources and opportunities, and improved parts availability. Key to the operation, however, is the experienced and trained staff that will support Agr customers in this region."

### SALES AND MARKETING

Sales and associated efforts will be handled by Mr. Carlos Gonzalez and Mrs. Marta de la Torre. Mr. Gonzalez brings with him extensive experience related to plastic production, specifically in container processing and package development. Mrs. Marta de la Torre, a long-time employee of Agr, has vast knowledge in glass container production, quality management and PET bottle manufacturing.

### SERVICE AND SUPPORT

Mr. Israel Hernandez will lead the service and support operations. He and staff of four service

engineers are responsible for all installation, service, support and training related to Agr products within this region. All are factory trained and certified on Agr equipment. Mr. Hernandez brings a solid background and experience in preventive, corrective and predictive maintenance on high precision measurement equipment.

### GLOBAL STRATEGY

The establishment of Agr Packaging Services Mexico is another step in Agr's global strategy to provide responsive service and support to Agr customers throughout the world.

According to Henry Dimmick, Jr., Agr CEO, "Agr is dedicated to providing products that offer value throughout their life. Service and support are critical parts of the value proposition that goes well beyond the initial purchase price. We have made it

a priority to invest in our service network to ensure that our customers realize this value."

Agr International Inc. develops and manufactures a full line of laboratory and on-line testing/quality control devices for glass and plastic containers and similar products. American Glass Research, a division of Agr International provides a wide range of testing, training and consultative services to the worldwide glass industry. The Agr headquarters and main manufacturing facility is located in Butler, PA, United States. ■



**AGR EUROPE**

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