

TROX CELEBRATES LAUNCH OF PRODUCTION IN MEXICO

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TROX has converted its sales company TROX Mexico S.A de C.V, founded in Mexico in 2010, into a production company. Customers and sector representatives were in attendance for the opening of the expanded site on 15 August 2019, in the presence of TROX Board of Management Udo Jung and Thomas Mosbacher, the chairman of the Heinz Trox-Foundation, Professor Hans Fleisch, and the extended Board of Management of TROX GROUP, Celso Simoes and Pieter Jooste. The 4,000 m² production facility in Mexico will manufacture components, such as grilles and air terminal devices, as well as air handling units.

Planning for the facility began in 2018. At that time, Thomas Mosbacher, CCO of TROX GmbH said: "The combination of our very good sales channels and a production facility in Mexico itself will allow us to make better use of the country's large market potential. Moreover, a production facility in Mexico is also an excellent base for exports to other markets in the Americas."

Mexico is one of the largest growth markets in the world. The country has in fact become one of the most attractive global production locations due to its favourable geographical location, the government's liberal economic policy, and its population of 123 million. The Mexican air conditioning and ventilation market is generally more quality-oriented rather than price-driven and is thus a highly suitable sales market for TROX. TROX has already become a valued supplier of high-quality products in Mexico and enjoys a very positive reputation in the country.

Udo Jung, member of the TROX Board of Management responsible for sales, technology and production, says: "The new production facility in Mexico allows us to shorten lead times for our standard ventilation components and air handling units. Once we have established these product ranges, we can make a start on rolling out our system strategy in this region too."

Celso Alexandre, who was jointly responsible for setting up production in Mexico, will manage the facility together with Ingrid Vinamata (as Commercial Director) and Marco Adolph (as Technical Director).



Many guests of honor came to the opening of the TROX production in Mexico (from left): Celso Simoes Alexandre, President TROX Latin America; Olivia Salomon, Secretary of Economy State of Puebla; Miguel Barbosa Huerta, Governor of the State of Puebla; Prof. Hans Fleisch, Chairman of the Heinz Trox-Foundation; Angelica Alvarado Juarez, Mayor of the city of Huejotzingo; Udo Jung, CEO TROX GmbH; Thomas Mosbacher, CCO TROX GmbH; Tobias Lange, Secretary of industry and commerce of the German embassy

TROX is a global leader in the development, manufacture and sale of components, units and systems for the ventilation and air conditioning of rooms. With 28 subsidiary companies in 26 countries on 5 continents, 14 production facilities, and importers and representatives, TROX is present in over 70 countries. The TROX GROUP currently has nearly 4,000 employees and generates revenues of roughly 500 million euros.

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