



## BETTS UK, an implementation in Mexico in record time

Betts UK is a successful British corporation acknowledged as a global leader manufacturer of laminate tubes for pharmaceutical, food, cosmetic and industrial applications. In order to meet a challenging contract opportunity from one of its important customers, Betts had to deploy a manufacturing capability in Mexico within 5 months, fully operational by March 2007.

THE EVEREST GROUP undertook the challenge submitted by Betts. Patrick Rider, President of Everest, commented: "The breath of Everest capabilities and our proven track record at overcoming implementation issues made us confident we could address the challenge. Obviously, creating a fully operational entity in such a tight timeframe required us to undertake extraordinary measures".

Finally, as targeted, on March 2007 BETTS started up operations in its 3,000 m<sup>2</sup> facility at the Industrial Park Queretaro, producing laminate tubes. The facility will serve "at the beginning of its operation for national customers, but the midterm objective is to generate production volume for export to other countries", explained a BETTS' management representative.

BETTS generates value in Queretaro, but also throughout Mexico. In addition to the targeted employment of 70 people, Betts has brought to Mexico top of the line technology in printing equipment. Moreover, a considerable part of the supplies consumed in BETTS' manufacturing processes are produced by Mexican suppliers.

Everest provided the following services for this project: Facility construction & design; final property due diligence; government incentives negotiations; and turnkey startup services, including licenses, registrations & permits, accounting and fiscal systems, human resources, environmental, health & safety, purchasing, import-export, working immigration services, union advisory and selection.



Facade of Betts' new facility in Mexico.



A printing machine in action during a training session.

You can learn more about BETTS UK, Ltd., visiting:  
[www.betts-global.com](http://www.betts-global.com)

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