# Market Spotlight: Mexico

Expanding international operations and creating long-lasting relationships since the 1960s

ROCHELEAU
Est. 1938
Blow Molding Systems
Machinery · Molds · Automation

## Relationship Highlights

- Rocheleau's first-ever international buyer was in Mexico.
- Sela Sales became Representatives in Mexico for Rocheleau around 1990; led by Luis Sela, later adding Sergio Martinez, and then Benjamin Sela joining the team. We are proud of the collaboration with the Sela Group for their support and that of our mutual Mexican customers.
- Rocheleau started exhibiting at Plastimagen, the plastics industry's premier expo in Mexico City for the Latin American region, in 1996. Plastimagen allows us the opportunity to meet new people and see existing customers. It is customary to greet our guests in the booth like friends, because they are.
- Rocheleau provides operator screens and manuals in Spanish and English for ease of use.
- The Rocheleau team visits plants in Mexico to assist with engineering and plant layout; for technical service to install new machinery or assist with existing machinery, and to provide additional training. Our Mexican Representatives often attend the plant visit for new machinery installations to help with translation.
- Rocheleau welcomes our customers to our manufacturing plant to discuss machinery options and see machinery in production, for Factory Acceptance Tests (FAT), and to provide training.

## Results

- Mexico has become Rocheleau's largest export market with 40 customers in 19 Mexican states.
- Rocheleau understands the importance of our relationships with the people of Mexico. Customers have told us that our machinery has enabled them to provide for their family and send their children to college, and in turn has allowed us to do the same. We've shared many of life's occasions together, from invitations to weddings, to attending funerals, to meeting extended family members, to coming to celebrate at Rocheleau's 75th Anniversary Gala.
- Customer Service is our priority; our customers know that we will be available for technical service and to provide parts from the initial machinery purchase and beyond.
- Rocheleau supplies blow molding systems from part design through complete manufacturing lines.

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## Markets Served

The Mexican market is similar to the US in that Rocheleau Blow Molding Machines are suitable for many applications.

- Dairy & Beverage
- Handled & Non-Handled Bottles
- Personal Care Containers Food
- Packaging Industrial Containers
- Household Chemicals Wipes & Dry Goods Canisters
- Nutraceutical Canisters
- Specialty Items
- Automotive
- Pharmaceutical Packaging
- Toys & Novelty Items
- R&D Test Labs & Schools
- Medical Devices

Rocheleau has had the honor of collaborating with the Mexican Consulate in Boston since 2016, and met with Martha Barcena, the first woman to be appointed Ambassador of Mexico to the United States; as well as with Consul General Emilio Rabasa and Consul General Alberto Fierro, and their respective Commercial Affairs and Public Affairs teams.

## Fun Facts

- Rocheleau has been exporting to Mexico since the late 1960s.
- Our largest customer in Mexico has 75+ Rocheleau Blow Molding Machines and they sell their product worldwide.
- We have daily conversations by email with Mexican reps and customers.
- When our customer came to our plant, several had not seen snow before, so we built Snowmen!
- Our customer makes a product called "Gorilla Snot" that is packaged in a bottle made on their Rocheleau machine.

## About

Rocheleau Tool & Die Co., Inc. is a fourth-generation family business, established in 1938. Rocheleau manufactures extrusion blow molding machinery, blow molds, related automation equipment including bottle automation, trimming equipment, leak testers and conveyors, as well as blow-molded products. Our machines have the flexibility to produce customized, high-tolerance plastic containers and parts. We offer machinery and support worldwide, with customers in over 40 countries.

MASS-MEXICO
ECONOMIC RELATIONS