

CHEMICAL DIVISION

SALES DEL ISTMO, S.A. DE C.V. (SISA)



INDUSTRIA QUIMICA DEL ISTMO, S.A. DE C.V. (IQUISA)



IN 2006, THE CHEMICAL DIVISION DEVELOPED AND IMPLEMENTED PROGRAMS ENHANCING THE COMPETITIVENESS OF ITS BUSINESSES. BASIC STRATEGIES INCLUDED **STRENGTHENING MARKET PRESENCE, REDUCING ENERGY COST AND IMPROVING OPERATIONAL RELIABILITY.**

EDIBLE SALT

1999 Shingo Prize for Excellence in Manufacturing, ISO-9002-2000 and ISO-14001 Certified.

A description of the main initiatives executed in 2006 follows:

- Reinforced the La Fina leadership status and properly positioned the Bakar, Cisne, Klara, Marfil and Gallo brands in regional markets. Increased participation in supermarket chains with new programs focused on **promotion, advertising, logistics, customer service and end-consumer orientation.**
- Established a **Strategic Alliance with Morton Salt**, the US market leader, covering the distribution of La Fina brand salt in that country.
- **New product developments** included **Salt Light and Salt Substitute** for people wishing to control sodium intake as well as new packaging and sizes for La Fina salt.
- Reduced energy costs in the evaporation and refining processes by **investing in equipment allowing the alternate use of natural gas and fuel oil #6. Electrical generating systems limited consumption during peak demand hours.**
- **Re-certified ISO-9002-2000 and ISO-14001 standards** and renewed the **Clean Industry Certification** granted by the Ministry for Environment and Natural Resources.

PRODUCTS

Edible and Industrial salts.

MARKETS

Domestic and exports primarily to USA and Central America.

USES

Table salt, food industry and industrial processes.

TRADEMARKS

La Fina, Bakar, Cisne, Klara, Marfil, Gallo.

COATZACOALCOS PLANT

Complejo Industrial Pajaritos
Coatzacoalcos, Veracruz 96400
Tel. +52 (921) 211-3535

MEXICO CITY OFFICE

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CHLORINE-CAUSTIC SODA

1998 Mexican National Quality Award; 1998 Shingo Prize for Excellence in Manufacturing (Coatzacoalcos Plant) and 2002 (Monterrey and Tlaxcala Plants); ISO-9002-2000 and ISO-14001 Certified.

A summary of significant achievements realized during this year follows:

- Increased profit margins by **reducing electricity consumption** in production processes and focusing sales efforts on differentiated products.
- The Coatzacoalcos, Monterrey and Tlaxcala plants received **re-certifications for ISO-9002-2000, ISO-14001**, the **US National Sanitary Foundation** and the National Chemical Industry Association's (ANIQ) **Integral Responsibility.**
- The Monterrey and Tlaxcala plants renewed the **Clean Industry Certification** awarded by the Ministry for Environment and Natural Resources.

PRODUCTS

Chlorine, liquid and gas; caustic soda, liquid and solid; chlorine in cylinders, sodium hypochlorite, synthetic hydrochloric acid and muriatic acid.

MARKETS

Domestic and exports to Central America.

USES

Chemical and petrochemical industries, textiles, cellulose, paper, pesticides, bleach, detergents and soaps, mining and extraction of metals, plastics, pigments and paints.

MONTERREY OFFICE AND PLANT

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MEXICO CITY OFFICE

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COATZACOALCOS PLANT

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TLAXCALA PLANT

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HERMOSILLO PLANT

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POLICYD, S.A. DE C.V.



PLASTICOS REX, S.A. DE C.V.



PVC RESINS

1996 Mexican National Quality Award; 1997 Shingo Prize for Excellence in Manufacturing (Altamira Plant) and 2000 (La Presa Plant); Environmental Excellence Award 2006 (Altamira Plant); ISO-9002-2000 and ISO-14001-2004 Certified.

The main initiatives executed in 2006 include the following:

- **Established strategic alliances with customers** thereby enhancing domestic market position.
- Increased **exports of differentiated products** in both traditional and new markets.
- Implemented projects **reducing energy consumption** in production processes.
- Renegotiated supply agreements **improving raw materials purchasing terms**.
- The Altamira and La Presa plants became **re-certified for ISO-9002-2000, ISO-14001-2004** and National Chemical Industry Association's (ANIQ) **Integral Responsibility**.
- The Altamira plant received the **Environmental Excellence Award** and renewed the **Clean Industry Certification** granted by the Ministry for Environment and Natural Resources.

PRODUCTS

Polyvinyl chloride (PVC), suspension: homo-polymer and copolymer; dispersion paste.

MARKETS

Domestic and exports to Central and South America, Caribbean, USA, Far East, New Zealand, China and Africa.

USES

Construction industry, footwear, toys and general plastics.

TRADEMARKS

Vinycel.

LA PRESA OFFICE AND PLANT

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Col. Lazaro Cardenas
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Tel. +52 (55) 5747-5500

ALTAMIRA PLANT

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PIPES AND FITTINGS

ISO-9002-2000 Certified (Mexico City; Monterrey, Nuevo Leon; Ponciltlan, Jalisco; Merida, Yucatan; and Los Mochis, Sinaloa plants).

Significant achievements realized in 2006 include:

- **New PVC pipe manufacturing plant located in Los Mochis, Sinaloa**, strengthened market presence, reduced transportation costs and improved service to northwestern Mexican customers.
- **Growth in production capacity and new product lines** increased market share for PVC Pipes and Fittings and Irrigation Systems.
- The Mexico City, Monterrey and Ponciltlan plants received **re-certifications for ISO-9002-2000**.
- The Mexico City plant obtained the **Safe Industry recognition, granted by the Ministry of Labor**, for the self-administered Program promoting Work Safety and Health.
- Accepted the **Technological Entrepreneurship Culture award granted by the National Council for Science and Technology (CONACYT)**, for five years of participation in the tax incentive program and for efforts in research and development.

PRODUCTS

PVC pipes and fittings, irrigation systems, polyethylene pipes.

MARKETS

Domestic.

USES

Construction industry, agriculture and water distribution systems.

TRADEMARKS

Rex, Rex-Netafin, Unicople, Rex-ac, Ecotub, Ecoplus, Insta-Rex.

MEXICO CITY PLANT

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MONTERREY PLANT

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PONCITLAN PLANT

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MERIDA PLANT

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LOS MOCHIS PLANT

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