



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

MEXICO CITY OFFICE  
Viaducto Rio Becerra #287  
Col. Napoles,  
Delegacion Benito Juarez  
Mexico, D. F. 03810  
Tel. +52 (55) 5340-1840

[www.salesdelistmo.com.mx](http://www.salesdelistmo.com.mx)

**SALT**

1999 Shingo Prize for Excellence in Manufacturing, ISO-9002-2000 and ISO-14001-2004 Certified.

The 2008 efforts of the Salt Business focused on a strengthened market presence, optimizing outbound logistics, expanding the product line, reducing energy costs and achieving operating excellence while complying with all environmental regulations. Major initiatives include:

- Reinforcing of the La Fina brand leadership status nationwide and **renovating the Klara, Bakar, Cisne, Marfil and Gallo brands image in regional markets**. Participation in supermarket chains increased with new programs directed toward **promotion, advertising, logistics, customer service and end-consumer orientation**.
- **Introduced a new La Fina Salt with Chili and Lime** product to compete in the Powder Chili market segment.
- Decreased energy costs through new projects **lowering steam consumption by 20%**, while also reducing CO<sub>2</sub> emissions to the atmosphere. Continued to develop **furnaces capable of operating on natural gas, fuel oil #6 or petroleum coke**, depending on cost.
- Decreased fixed costs by **investing in automated packaging processes**.
- **Re-certified ISO-9002-2000 and ISO-14001-2004 standards** and renewed the **Clean Industry Certification** granted by the Mexican Ministry for Environment and Natural Resources.

**PRODUCTS**

Edible and Industrial salts; Salt with Chili and Lime.

**USES**

Table salt, food industry and industrial processes.

**MARKETS**

Domestic and exports primarily to USA and Central America.

**TRADEMARKS**

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



MONTERREY OFFICE AND PLANT  
Ave. Ruiz Cortines 2333 Pte.  
Col. Pedro Lozano  
Monterrey, Nuevo Leon 64400  
Tel. +52 (81) 8158-2700

MEXICO CITY OFFICE  
Viaducto Rio Becerra #287  
Col. Napoles,  
Delegacion Benito Juarez  
Mexico, D. F. 03810  
Tel. +52 (55) 5687-6853

COATZACOALCOS PLANT  
Complejo Industrial Pajaritos  
Coatzacoalcos, Veracruz 96400  
Tel. +52 (921) 211-3410

TLAXCALA PLANT  
Carretera Apizaco Huamantla  
Km. 128  
San Cosme Xalostoc, Tlaxcala 90460  
Tel. +52 (241) 413-0736

HERMOSILLO PLANT  
Calle del Plomo 45,  
Parque Industrial  
Hermosillo, Sonora 83299  
Tel. +52 (662) 251-1024

[www.iquisa.com.mx](http://www.iquisa.com.mx)

### 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-14001-2004 Certified (Coatzacoalcos, Monterrey and Tlaxcala Plants).

The Chlorine-Caustic Soda Business directed activities toward enhancing product mix, reducing energy consumption, lowering fixed costs, achieving operational excellence and environmental compliance. A summary of accomplishments during 2008 include:

- **Reduced electricity consumption** in production processes.
- Increased differentiated product sales from the **Caustic Potash plant** in Monterrey and from improved presence and service in the sodium hypochlorite, chlorine in cylinders and synthetic hydrochloric acid markets.
- The Coatzacoalcos, Monterrey and Tlaxcala plants received **re-certifications for ISO-9002-2000, ISO-14001-2004**, the **US National Sanitary Foundation** and the National Chemical Industry Association's (ANIQ) **Integral Responsibility**. The Hermosillo plant received the ISO-9002-2000 certification and initiated the ISO-14001-2004 certification process.
- The Coatzacoalcos, Monterrey and Tlaxcala plants renewed the **Clean Industry Certification** awarded by the Mexican Ministry for Environment and Natural Resources.

### PRODUCTS

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

### MARKETS

Domestic and exports primarily 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.



LA PRESA OFFICE AND PLANT  
 Av. La Presa No. 8,  
 Col. Lazaro Cardenas  
 San Juan Ixhuatepec  
 Tlalnepantla, Edo. de Mexico 54180  
 Tel. +52 (55) 5747-5500

ALTAMIRA PLANT  
 Carretera Tampico – Mante Km. 32  
 Altamira, Tamaulipas 89600  
 Tel. +52 (833) 229-1300

[www.policyd.com.mx](http://www.policyd.com.mx)

## PVC RESINS

1996 Mexican National Quality Award (Altamira Plant); 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.

In 2008 the PVC Resins Business stressed the full and optimal utilization of installed capacity, supported by programs for better customer relations, service improvement, cost reduction, operational excellence and environmental compliance. Main actions include:

- Enhanced domestic market position by developing **strategic alliances and agreements with key customers.**
- Increased **US market presence for specialty PVC resins.**
- Implemented **projects for reducing energy consumption.**
- 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 renewed the **Clean Industry Certification and** maintained the **Environmental Excellence Award** granted by the Mexican Ministry for Environment and Natural Resources.

## PRODUCTS

Polyvinyl chloride (PVC), suspension: homopolymer and copolymer; dispersion paste.

## MARKETS

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

## USES

Construction industry, footwear, toys and general plastics.

## TRADEMARKS

Vinycel.

# Plásticos Rex, S.A. DE C.V.

# PLÁSTICOS REX



**MEXICO CITY PLANT**  
 Av. Romulo O'Farril 434  
 Col. Olivar de los Padres  
 Mexico, D.F. 01780  
 Tel. +52 (55) 5377-4300

**MONTERREY PLANT**  
 Antigua Carretera a Roma Km. 5  
 San Nicolas de los Garza,  
 Nuevo Leon 66490  
 Tel. +52 (81) 8313-8383

**PONCITLAN PLANT**  
 Carretera Guadalajara-Ocotlan  
 Km. 60.4  
 Poncitlan, Jalisco 45950  
 Tel. +52 (391) 921-0492

**MERIDA PLANT**  
 Calle 60 Diagonal No. 495,  
 Col. Parque Industrial  
 Merida, Yucatan 97300  
 Tel. +52 (999) 941-0414

**LOS MOCHIS PLANT**  
 Calle de la Agricultura #1298,  
 Col. Parque Ecologico Industrial  
 Los Mochis, Sinaloa 81256  
 Tel. +52 (668) 108-4016

[www.plasticosrex.com.mx](http://www.plasticosrex.com.mx)

## PLASTIC PIPES & FITTINGS AND IRRIGATION SYSTEMS

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

The Plastic Pipes & Fittings and Irrigation Systems Businesses, focused on maintaining market share by increasing installed capacity, optimizing logistics, improving customer service, reducing costs, achieving operational excellence and complying with environmental standards. Major advances during 2008 include:

- **Enhanced market share in the Irrigation Systems market**, supported by active participation in the National Water Commission and the Alliance for Agricultural programs.
- **Increased extrusion and injection capacity** by installing new machinery and streamlining critical production processes.
- Developed **Integral Information Systems for Decision Making**, oriented to increase market presence, reduce distribution cost and improve customer service.
- Implemented programs **reducing electricity consumption during peak demand hours**.
- Received multisite **re-certifications for ISO-9002-2000** covering for the five manufacturing facilities.
- The Mexican **National Council for Science and Technology (CONACYT) approved incentives and support** to be applied in research and development of technology and new products.
- The Monterrey and Poncitlan plants obtained the **Safe Industry recognition, granted by the Mexican Ministry of Labor**, for their self-administered Programs Promoting Work Safety and Health.

### 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.



MONTERREY PLANT  
Ave. Ruiz Cortines 2333 Pte.  
Col. Pedro Lozano  
Monterrey, Nuevo León 64400  
Tel. +52 (81) 8305-4600

MEXICO CITY OFFICE  
Av. Norte Sur #12,  
Fracc. Alce Blanco  
Naucalpan, Edo. de Mexico 53370  
Tel. +52 (55) 5858-5980

[www.quimobasicos.com.mx](http://www.quimobasicos.com.mx)

### REFRIGERANT GASES

*Environmental Excellence Award 2004, ISO-9002-2000 and ISO-14001-2004 Certified.*

Activities in 2008 for the Refrigerant Gas Business focused mainly on achieving operational excellence, promoting Kyoto Protocol's Carbon Certified Emission Reduction (CERs) packages and complying with environmental standards. Highlights appear below.

- Strengthened presence in the Mexican and Latin American markets by **strategic alliances with international producers and key customers while implementing innovative logistics and service systems.**
- Continued to serve market needs by **manufacturing HCFC-22 refrigerant gas and distributing this and other refrigerant, blowing and propellant gases** while complying with strict environmental standards.
- **Renewed operations in the second plant to produce HCFC-22 refrigerant gas** by converting a CFC manufacturing facility, initially closed to comply with Montreal Protocol agreements.
- Quimobasicos **completed the second year of capturing and incinerating HFC-23 gas**, an HCFC-22 refrigerant gas byproduct, in compliance with standards established by the Mexican Ministry for Environment and Natural Resources and the Kyoto Protocol authorities. **Carbon Certified Emission Reduction (CERs)** packages, emanating from the destruction of HFC-23 gas, **are sold in the international carbon market** through the Clean Development Mechanism of the United Nations.
- **Re-certified for ISO-9002-2000, ISO-14001-2004 and National Chemical Industry Association's (ANIQ) Integral Responsibility.**
- Renewed the **Clean Industry Certification** and maintained the **Environmental Excellence Award** granted by the Mexican Ministry for Environment and Natural Resources.

#### PRODUCTS

Refrigerant, propellant and blowing gases.  
Carbon Certified Emission Reduction (CERs) packages.

#### MARKETS

Domestic and export, primarily Latin America (refrigerant gases), Europe and Japan (CERs).

#### USES

Industrial, commercial and domestic refrigeration, home appliances, pharmaceutical industry.

#### TRADEMARKS

Genetron