



## Press Release

### MUCIO VIEYRA SELECTED AS AN INDEPENDENT BEKUM SALES REPRESENTATIVE FOR MEXICO

(Williamston, MI) 27.04.2022 - Bekum America Corporation is pleased to announce that Mr. Mucio Vieyra, Principal of Ingenieria Especial y de Servicios, SA de CV has joined our North American Sales team as an Independent Manufacturers Representative and will support blow molding equipment Sales, Service and Spare Parts needs of Bekum customers and prospects in Mexico.

“We are excited to welcome Mucio Vieyra to our international team,” said Gary Carr, Vice President of Sales for Bekum America Corporation. Vieyra’s 28 years of experience in the plastics manufacturing industry will serve our clients well and we are delighted to have him represent Bekum in Mexico”.

Prior to being selected by Bekum, Vieyra served eleven years with Kautex where he was responsible for machinery and spare parts sales for their blow molding machines. Mucio is an outspoken promoter of the plastics industry and has participated as speaker in many conferences, explaining his vision for the blow molding industry in Mexico.

In addition to Mucio’s years of blow molding industry experience, Ingenieria Especial y de Servicios, SA de CV also provides our Mexican customers with local service support with a Mexico City based Senior Field Service Representative, Mr. Salvador Rodriguez. With over 20 years of technical blow molding production and service experience, Salvador provides our Mexican customers with experienced, competent, Bekum factory trained support locally.

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“I’m honored to have been chosen by Bekum America to promote their award-winning technologies and to expand extrusion blow molding in the region,” said Mucio Vieyra. “Bekum’s newly expanded state-of-the-art facilities in Williamston, Michigan and exemplary customer service are unmatched in the industry, and I am immensely proud to be stepping into this role.”

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**Captions:**

Caption 1 (opening image): Mr. Mucio Vieyra, Principal of Ingeniera y de Servicios, SA de CV has joined the Bekum American Sales team

Image sources: All images are from Bekum (unless otherwise indicated)

**About Bekum ++++++**

**Pioneer and Trendsetter in Blow Moulding Technology**

Founded in Berlin in 1959, Bekum Maschinenfabriken GmbH is one of the world’s leading manufacturers of extrusion blow moulding machines.

Founder Gottfried Mehnert conceived the name Bekum as the acronym (**B**erliner **K**unststoff **M**aschinen).



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The company began to flourish in its founding year with the development of the world's first neck-rim calibration. Numerous innovations and patents followed, confirming that Bekum, with its innovative and customer-oriented machinery solutions, has always been ahead of its time – and remains so to this day.

When innovative and economical machinery solutions with high productivity for individual packaging requirements of hollow packaging are in demand, then Bekum, with 60 years of experience in blow-moulding technology, is the first choice worldwide.

### **Product Range and Applications in Food and Non-food**

With future-oriented and reliable production processes and fully electric, as well as hydraulic machinery for the commercial production of blow moulded containers ranging from 5 ml to 3000 l, Bekum offers everything for plastic packaging from one source.

### **Philosophy of the Company**

Building and maintaining long-term relationships with market partners through future-oriented, predictable company policy determine the actions of the first and second generation of the family, represented by Michael Mehnert. This strategy ensures the jobs of dedicated and experienced staff. The preservation of traditional structures, an established network of partners and far-sighted adaptation to change form the basis for continuous development and inspiration for the company in the interest of partners, customers and employees.

### **Innovation and Technology**

Process reliability, availability, efficiency and sophisticated design characterise the high standard of Bekum production lines for blow moulding. Bekum contributes the expertise that has grown based on these references, associated with various patents in blow moulding, to the fulfilment of every customer requirement.

The level of process design is key for process reliability, reproducibility, parts quality and cost-efficiency. A high-quality production line for extrusion blow moulding, consisting of machine, die and automation which is impressive in terms of speed, wear resistance, availability, process reliability and stability alike, is critical for return on investment (ROI) and the level of added value.

### **Facts and figures**

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With 18,000 machines delivered and installed worldwide - about half of them still in use - the Bekum Group has achieved by far the largest production of blow moulding machines of any brand.

The Bekum Group serves approximately 100 countries around the world directly or through representatives.

Today, 350 employees work for the Bekum group worldwide at three locations in Europe and in the US (Berlin (Germany), Traismauer (Austria) und Williamston (USA)).

## Our Technology – Your Success

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