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PRESS INFORMATION

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Backed by Sepro’s North American ‘Hub,’ Sepro Mexico Expands Sales and Service Organization

To meet growing demand for injection-molding robots and technical know-how, Sepro Mexico has expanded its sales and service operations. Since January, it has doubled the size of its local technical service staff to nine, added a new member to its senior management team, and moved toward closer integration with Sepro’s recently expanded North American ‘hub’ in the United States.

Sepro Mexico’s latest moves were announced by Raul Scheller, Managing Director of Sepro operations in North America. “We are truly excited to announce that Ulises Romero is joining Sepro Mexico as Sales Area Manager, where he will work side-by-side with Xavier Espauillard, Sales Director of Sepro Mexico, to serve our customers and support our sales and service representatives throughout the country,” said Scheller. “We appreciate Ulises’ experience in injection molding and look forward to his help in growing our Mexico business,” he added, noting that Romero joins Sepro after eight years as a sales engineer for Nissei injection molding machines in Mexico.

Romero’s appointment is only the latest in a series of customer-focused changes taking place in the Sepro Mexico organization. The most recent changes occurred in early 2019, when Sepro Mexico doubled the size of its sales and engineering service team from four members to nine. The team’s field service and support efforts throughout Mexico are augmented by the staff of Axiomatek, a service contractor based in Monterrey.

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LOCAL PRESENCE. REGIONAL SUPPORT

Scheller points out that providing customer service through locally-based daughter companies, such as Sepro Mexico, has been an essential element of Sepro's global success. But another essential, he insists, is ensuring that service is of the highest quality for all customers. And that's where Sepro's North American hub comes in.

"Integrating Sepro Mexico's local people and operations with Sepro's growing North American hub is critical to delivering outstanding service to customers in Mexico, and seamlessly integrated service to companies that operate on both sides of the border," said Scheller. He added that closer operational ties between Sepro Mexico and the North American hub will bring other benefits to Mexico-based customers, including:

- Faster development and delivery of robots, automation cells, and integrated systems.
- Expanded training opportunities, including web-based e-learning services developed at Sepro's recently opened training centers in Warrendale and Chicago.
- Additional technical service and parts resources. The 24/7 service hotline for Mexico not only links customers to the resources of the Sepro Mexico parts center in Queretaro, but can also refer callers to the larger technical service team and parts inventory at the Sepro America hub in Warrendale.

Scheller concludes: "We believe it is essential that even as Sepro Mexico continues to develop its local sales and service capabilities in Queretaro, our Mexican customers should benefit from all of Sepro's North American resources—our robot assembly, systems integration, and cell automation hub—as well as training and the technical know-how of our Sepro America and Sepro Canada representatives. The goal is to provide every Sepro customer in Mexico the service they deserve."

About Sepro

Sepro was one of the first companies in the world to develop Cartesian beam robots for injection-molding machines, introducing its first CNC controlled "manipulator" in 1981. Today, Sepro Group is one of the largest independent sellers of robots in the world, offering a wider choice of robots than any supplier in the plastics industry. Three-, five-, and six-axis servo robots; special-purpose units; and complete automation systems, are all supported by the Visual control platform developed by Sepro especially for injection molders. This unique controller is a key component in what the company refers to as 'open integration' – a collaborative approach to equipment connectivity and interoperability that can be tailored to exactly suit the specific needs processors and injection-molding OEMs. At Sepro, customers "Experience Full Control."

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Ulises Romero (left in photo) recently joined Sepro Mexico as Sales Area Manager. He is pictured here at Plastimagen 2019 with other members of the Sepro Mexico team. They are (from left): Xavier Espaullard, Sales Director, Raul Scheller, Managing Director of Sepro North America, Emmanuel Duran, Service Technical Supervisor, and Alejandro Gudino, Service Technician
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