

GRISI HERMANOS

FOR GRISI HERMANOS, A MEXICAN CHEMICAL AND PHARMACEUTICAL COMPANY, THERE IS A DIRECT RELATIONSHIP BETWEEN HUMAN WELL-BEING AND NATURE. BEING NATURAL, IS A GOAL THAT BENEFITS EVERYONE AND GRISI OFFERS ITS CONTRIBUTION TO ACHIEVE THIS THROUGH A WIDE RANGE OF PRODUCTS DEDICATED TO PERSONAL CARE.

THE WILL TO KEEP UP WITH CONTINUOUS MARKET CHALLENGES AND THE STRONG ORIENTATION TOWARDS CUSTOMER SATISFACTION, ARE THE BASIC PRINCIPLES THAT ALLOW THE MEXICAN COMPANY TO MAINTAIN THE HIGH LEVEL OF QUALITY OF GRISI BRAND PRODUCTS, WHICH, AS IN THE CASE OF SOME BOTTLES OF SHAMPOO, ARE PACKED IN CARDBOARD BOXES BY AN SMI WRAP-AROUND CASE PACKER OF THE LWP 30 ERGON SERIES.

➤ DETERGENT SECTOR

GRISI HERMANOS SA DE CV
Ciudad de México, CDMX, Mexico
www.grisi.com

➤ LWP 30 ERGON wrap-around case packer



VIDEO



GEO LOCATION

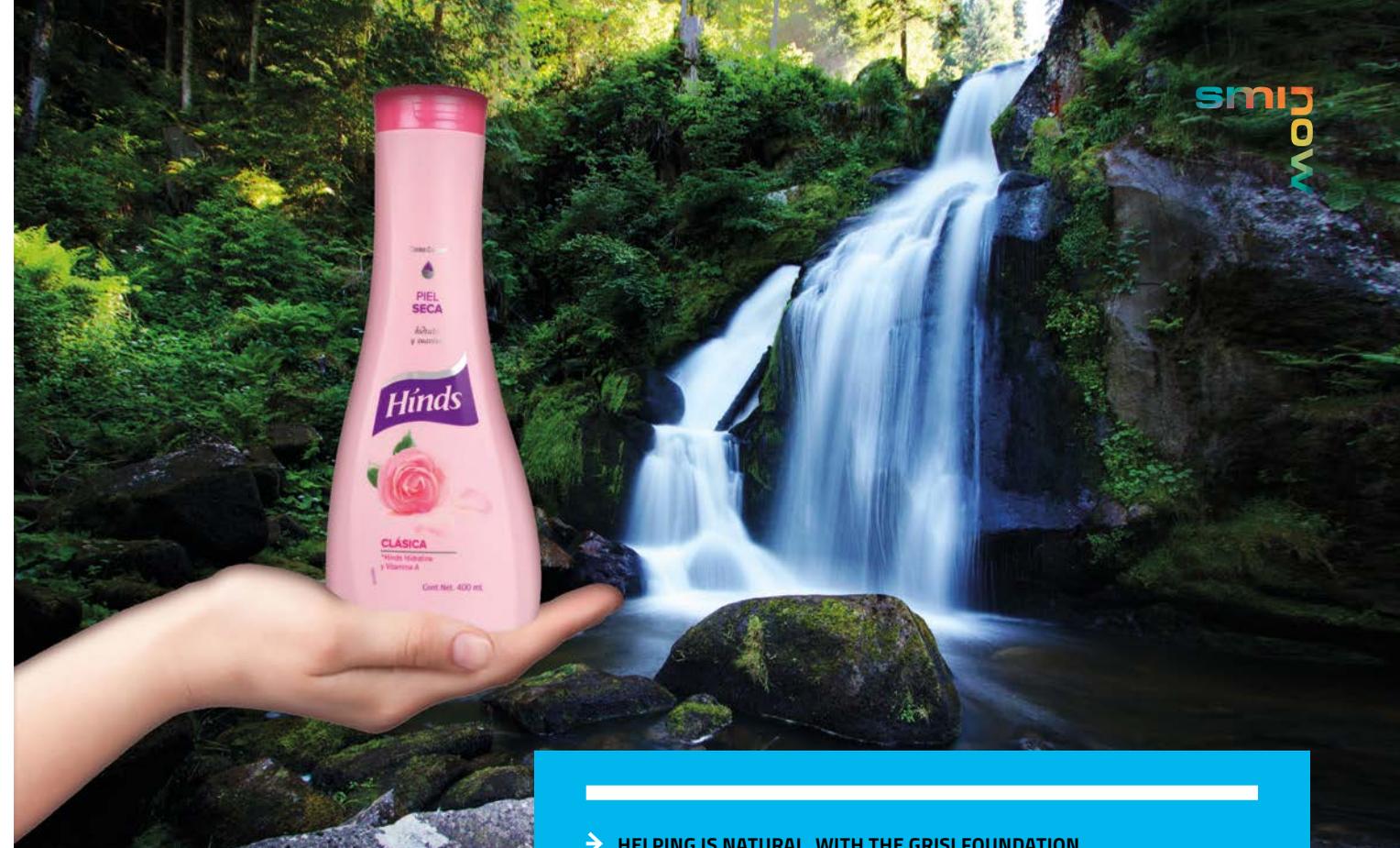
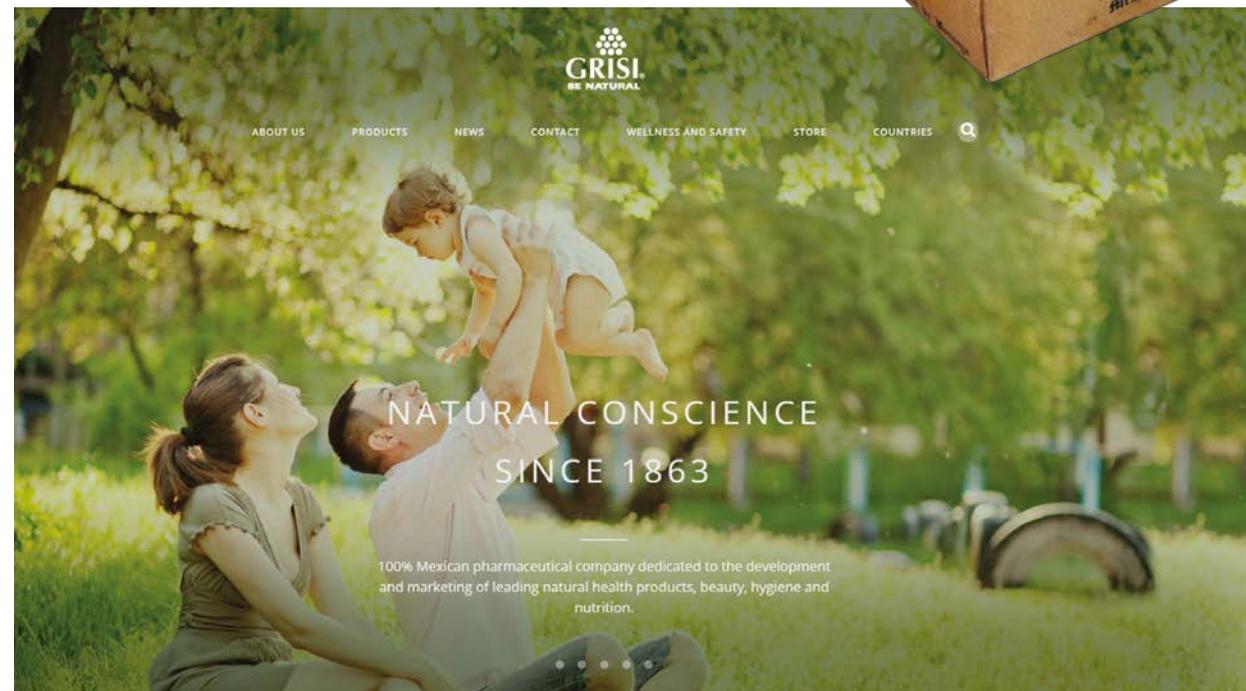


TRADITION REWARDED OVER TIME

Grisi Hermanos, a 100% Mexican chemical and pharmaceutical company, makes an important contribution to improving the quality of life of millions of individuals, thanks to a wide range of products for health, beauty and personal hygiene that this company from Mexico City has continued to develop since 1863. For Grisi it is essential to be consistent with the principles of their origins and to follow the philosophy of growth and development introduced

by the founder José Grisi. Based on this philosophy, which has become a tradition over the 158 years of the company's activity, the best results are obtained by skillfully mixing the involvement of people, the pursuit of continuous challenges, creativity and excellent service to consumers. The awards and acknowledgments received, both locally and internationally, testify the success of Grisi Hermanos, which continues to look to the future and face new challenges because, as the founder said in 1863,

"being natural is a difficult challenge, made up of personal efforts but for the benefit of everyone". Advanced scientific research and constant market analysis, together with investments in cutting-edge



➤ HELPING IS NATURAL, WITH THE GRISI FOUNDATION

Thanks to the presence of important natural ingredients, Grisi Hermanos products have improved the quality of life, health and well-being of several generations of Mexican families. With the motto "helping is natural", and in accordance with its values, the company created the Fundación Grisi AC, through which it has become a reference point for providing a better quality of life to people living in critical and / or vulnerable situations, working to create a better future for the benefit of everyone. Grisi considers the human being to be the ultimate beneficiary of its activity and nature as a source for active ingredients that provide man with health, beauty and well-being. The products that come out of its plants exert beneficial therapeutic, nutritional and cosmetic effects on consumers, thus also contributing to national development and progress.

production technologies, are indispensable activities for the Mexico City-based company, thanks to which Grisi Hermanos is able to continue to expand commercially and offer quality products for the more varied consumer needs.

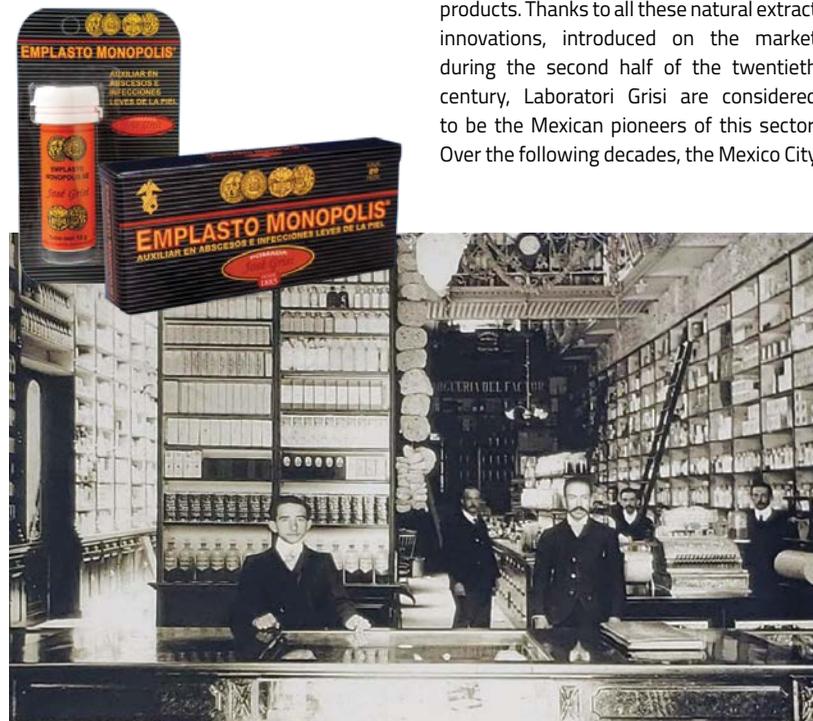


BEING NATURAL

In 1863, when there was still no talk of natural products and sustainability, José Grisi, a pharmacist of Italian origin, began the long tradition of producing high quality products for health, beauty and personal hygiene. He settled with his family in the town, that was then San Ángel, near Mexico City, here he founded the first pharmaceutical laboratory to produce a new medicine called Emplasto Monópolis®, an ointment with great properties based on natural ingredients that, in a very short time, became a “must” for millions of Mexicans, to the point that today, it can still be considered the symbolic product of the Grisi Hermanos company. The ointment was also one of the first Mexican medicines to obtain a patent and its growing popularity is the basis of the success of the company, thanks to which the latter was able to move to Mexico City in a short time. Here José Grisi opened the Laboratory of the Monopolis® Emplasto and began to

produce other pharmaceutical preparations, such as Friction Balm, Rambelli syrup and cough tablets. The founder passed on his passion for medicinal products, to his sons Blas and Leonardo, who later took over the laboratory, dealing respectively with the commercial and pharmaceutical parts. In 1890 the Grisi brothers founded one of the most famous emporiums of the time, the Drugstore El Factor, which within a few years, obtained recognition at the 1889 Universal Exposition in Paris. Between 1900 and 1918, with exports to the USA, Cuba and Guatemala, the Mexican company experienced the first of many stages of splendor in its history, while the economic growth of the post second world-war period pushed Grisi Hermanos to experiment with new toiletry products based on plants and natural extracts, which in that period were produced only at an artisanal level. The division of hygiene and beauty products grew further in 1950 with the launch of the chamomile shampoo (Shampoo Manzanilla Grisi®) and the Organogal line of hair beauty products. Thanks to all these natural extract innovations, introduced on the market during the second half of the twentieth century, Laboratori Grisi are considered to be the Mexican pioneers of this sector. Over the following decades, the Mexico City

based company, also signed several agreements for the distribution of various leading brands, including the licensing agreement with Procter & Gamble, the alliance in 2010 with Merisant, specialized in the production and marketing of low-calorie sweeteners and the recent 2020 agreement with GSK for the acquisition of three major brands.



“BEING NATURAL IS A DIFFICULT CHALLENGE, WHICH IN THE END WILL ALWAYS HAVE A SHARED GOAL, MADE UP OF GREAT PERSONAL EFFORTS, BUT FOR THE BENEFIT OF EVERYONE. BEING NATURAL MEANS BEING CONSISTENT WITH WHAT IS SAID AND WHAT IS DONE; FIGHT AGAINST EVERYTHING THAT BREAKS THE BALANCE; OFFER THEIR CONTRIBUTION SO THAT OUR GOAL IS THE STARTING LINE FOR A NEW GENERATION ”

JOSÉ GRISI, 1863



EFFICIENT SYSTEMS FOR THE PERSONAL CARE INDUSTRY

The Grisi Hermanos company, takes care of the consumer not only through the supply of a wide range of quality products, but also through the monitoring of health and safety. Pharmacovigilance is, in fact, responsible for monitoring the safety of medicines, from their development and throughout their life cycle. It carries out a large number of activities for the identification, evaluation, understanding and prevention of adverse events that can

occur with the use of drugs. The concept of product quality is fundamental for Grisi Hermanos, who also pays particular attention to the quality of the "packaging" and to the entire packaging process. The company, like the rest of the personal care products industry, produces a wide variety of consumer goods used for beauty and personal hygiene. This market is driven by continuous innovation and change; in fact, every year new products are introduced, the existing ones are

reformulated with the addition of new ingredients, fragrances or chemical compositions, new containers, new pack sizes, etc. are launched. The companies in this sector therefore, strive to implement production plants capable of quickly adapting to the changes imposed by the market, in order to meet the ever changing packaging needs and offer cutting-edge and competitive packaging solutions.



THE ROLE OF PACKAGING

The detergent sector as a whole, is growing worldwide and to face growing competitiveness, it focuses on product promotion and innovation. According to a survey by the International Chamber of Cosmetic Product and the National Association of the Household and Personal Hygiene Product Industry (CANIPEC), Mexico is among the top 10 markets in the world, for the production of cosmetics and personal care products and continues to be the second reference market for beauty products in Latin America. Experts estimate that this sector has grown annually by about 8% over recent years, thanks to the strengthening of the internal economy, the growth in consumption and the international affirmation of some brands. Plastic is the most used material in general for various bottles used in this sector, which on the shelves in stores are available in a large number of shapes and formats. It is therefore, essential for every manufacturing company to have very flexible packaging machines, that adapt quickly to the new formats to be packaged. SMI offers original and innovative packaging solutions, bespoke according to the specific needs of the products to be packaged and the marketing and logistics requests of the manufacturer. For example, the plant supplied to Grisi Hermanos, for packaging in wrap-around cardboard boxes, offers the advantages of attractive "packaging" which, thanks to the graphic



customization of the box, allows you to differentiate your brand from that of the competition and to attract the attention of consumers. This is why we speak of "strategic packaging", as, in the case of the wrap-around box, it serves the purpose of not only preserving the products throughout the production and distribution process, but also and above all, to increase sales.



GRISI HERMANOS IN NUMBERS

- 1863:** year it was founded
- 105:** 2019 turnover in millions of USD
- 513:** number of employees
- 28:** foreign markets where Grisi can be found
- 40+:** product brands



SMI SOLUTIONS FOR GRISI HERMANOS



For the Mexican company it is essential to always be at the forefront, remain a leader in the markets in which it is present, and increase its popularity in new ones, showing a professional image and service towards the customer. These objectives are more easily achievable, thanks to the continuous and growing investments in the latest generation of packaging technologies. In fact, faced with a continuous growth of new products, new formulations, new containers and formats, it is essential to have an extremely flexible production system, which allows you to quickly adapt your marketing strategies to the latest market trends. There are many factors that influence the way consumers perceive a "brand" and the "packaging" of the product is certainly one of them. In particular, in beauty products, the function of the packaging goes far beyond the traditional function of protecting the content, as an elaborate and captivating "package" makes it possible to stand out on the shelves of stores, which are crowded with dozens of different brands. Sometimes, in a split second, customers judge the quality of the product simply by looking, so for manufacturing companies like Grisi Hermanos it is important to pay close attention to the graphics of their products.



➤ LWP 30 ERGON WRAP -AROUND CASE PACKER – production up to 30 packs/minute

Containers worked: oval/rectangular HDPE bottles in 0.09 L -0.23 L – 0.4 L – 0.5 L and 0.75 L

Packs created: wrap-around cases in 3x10 (0.09 L) – 2x5 (0.75 L) and 3x5 (0.23 – 0.4 and 0.5 L) formats

Main advantages

- end-of-line secondary packaging solution designed to meet the needs of versatility and efficiency
- machine suitable for packaging various types of containers, even with particular shapes (typical of detergent and personal care products)
- the wrap-around packaging system forms the cardboard box and encloses the containers inside with the use of a single machine: the case packer
- solution with an excellent ratio quality / price, compact and suitable for any logistic configuration of the production plant
- the corrugated cardboard wrap-around boxes are very resistant to shocks and are therefore the ideal solution to preserve the integrity and quality of the products they contain
- a wrap-around box is an excellent marketing tool, thanks to the wide possibilities of graphic customization that transform the package into a valid promotional vehicle for the marketed product
- packages made with the wrap-around system are more stable
- the cardboard blank is folded and carefully wrapped around the products simultaneously with their grouping in the desired format, without making machine stops.

➤ AN INCREASINGLY WIDE RANGE PRODUCT PORTFOLIO

For the production and marketing of products of natural origin, Grisi Hermanos uses four main divisions: Hygiene and Beauty, Specialized Products, Pharmaceuticals and Cosmetics. With companies located in Mexico, the United States, Spain and Costa Rica, the Grisi Hermanos group is today, a leading multinational company for the supply of quality products nationally and internationally, including:

- The Ricitos de oro brand of baby products, is the number one brand in Mexico and includes six different product lines based on natural ingredients
- Grisi kids brand products, suitable for children of various ages, characterized by an original packaging that reproduces funny characters and cartoons
- a wide range of natural products for hair and skin care
- a line of products for men
- a line of products for pet care.

The range of the Mexico City company is enriched year by year with new brands, this is also thanks to international agreements; for example, in April 2020 an agreement was signed with GlaxoSmithKline (GSK) for the acquisition of the brands Hinds (body creams), Eclipsol (Sun protection) and Capent (anti-rubbing ointment for babies), through which, the Grisi group has reaffirmed its commitment to invest in Mexico, create jobs and develop brands that help improve the lifestyle of Central American consumers.



MEXICO CITY. WHERE EVERYTHING IS EXPANDING

With as many as 300 neighborhoods, known as “colonias”, and a population of around 20 million, Mexico City is one of the largest urban agglomerations in the world, whose contrasts can overwhelm first-time visitors. Its immensity is undoubtedly bewitching, and if you arrive at night by plane, you will be enchanted by the carpet of lights that the city creates; the metropolis is an ever-expanding universe, offering an infinity of attractions. To understand the immensity, it is sufficient to go up to the panoramic terrace on the famous Torre Latinoamericana, a 44-storey skyscraper built in the 1950s.

This building which is 183 meters high in the historic center of the city, has been declared a World Heritage Site by UNESCO and is famous all over the world for being unscathed by the three disastrous earthquakes that hit the capital of Mexico in 1957, 1985 and 2017. Another excellent point of observation to understand the size of the city, is the Plaza de la Constitución, called “El Zócalo”, an area of 5 thousand square meters, that houses the second largest public square in the world after Tiananmen Square in Beijing. The ancestor of Mexico City was called Tenochtitlán, a city founded in 1325 by the Aztecs on Lake Texcoco, which was later destroyed in 1521 by the Spanish conquistadors.

The remains of the canals that made up the ancient capital can be found in Xochimilco, a town in the far south-east of the city, considered to be the “Mexican Venice”, and which can be navigated aboard the “trajinera”, a particular type of wooden boat. In Mexico City there is also the Basilica of Our Lady of Guadalupe (one of the most visited religious sanctuaries in the world), second in size only to St. Peter’s Basilica in the Vatican. Another spectacular monument is the Castillo de Chapultepec, dating back to the eighteenth century, which stands in a beautiful park at 2,325 meters above sea level and is known for being the only castle in all of South America.

Another great testimony of the history of Mexico is the National Palace, now the seat of the federal executive power, which stands on an area of 40,000 m² in Constitution Square, in the historic center. The building was built in 1563 on the land previously occupied by the house of Hernán Cortés, the Spanish conqueror infamous for having destroyed the Aztec empire. The walls of the inner central courtyard are completely covered with five spectacular murals by Diego Rivera, which show the Mexican world in every aspect, era, history. They represent, as the title of the work says, the “epopeya del pueblo mexicano” and you could look at them for hours.