

Press Release

Buidling Strong Partnerships: RUDOLF & Proeza in Mexico

RUDOLF is pleased to announce the formal signing of a Memorandum of Understanding (MOU) to acquire Proeza in Mexico. This strategic acquisition is a significant milestone that will allow RUDOLF to leverage Proeza's established strengths and extensive market presence.

RUDOLF is committed to maintain the exceptional level of service and quality products that Proeza's customers have come to rely on. Our commitment to customer satisfaction remains a key priority and we look forward to introduc a range of innovative products from the RUDOLF portfolio to expand the product offering and drive innovation.

Proeza has built a strong reputation over its 40 years in the industry and we are honoured to build on this legacy. To ensure seamless integration and local expertise, RUDOLF has appointed Mr Javier Sagrero as the new Managing Director of RUDOLF Mexico. With his valued leadership, we are confident in our ability to continue to deliver outstanding service and pioneering solutions.

With RUDOLF's century-long global presence and Proeza's extensive industry experience, we are excited about the opportunity to provide our customers with unparalleled technical support and a highly innovative product portfolio. This powerful synergy will empower our customers to deliver the best solutions to the marketplace, reinforcing our commitment to their needs and success.



Notes for editors

About RUDOLF

RUDOLF remains true to its values of quality, innovation and sustainability and continues to develop game-changing technologies to transform the textile industry and meet the growing demands for environmental sustainability.

With approx. 2,000 employees in 45 countries, **RUDOLF** provides logistical and technical support to its customers worldwide.

The combination of scientific expertise and customer proximity makes **RUDOLF** an experienced and competent partner in the textile finishing industry. The company is proud to offer products that comply with OEKO-TEX® and GOTS standards, is committed to the ZDHC and is a partner of the bluesign® system. **RUDOLF** is a founding member of the Transformer Foundation and lives the philosophy of the Responsible Care initiative, which stands for responsible behaviour in the areas of environment, safety and health.

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