



PRESS RELEASE

## Ontex Mexico celebrates its 40<sup>th</sup> anniversary

**Ontex Mexico, formerly Grupo P.I. Mabe, celebrated its 40-year anniversary last weekend, in its hometown of Puebla and in Tijuana, Mexico. Over the past four decades, Ontex Mexico has become one of the most important personal hygiene producers in the Latin-American market.**

### **Rapid expansion**

The history of Ontex Mexico dates back to 1977, when Gilberto Marín Quintero established Grupo P.I. Mabe in Puebla. Over the past 40 years, the company developed into one of the leading manufacturers of hygienic products. It is currently second in sales in baby diapers, leading in the incontinence category in Mexico, and holds the leadership position in private label across all categories in Mexico.

Grupo P.I. Mabe was acquired by the Ontex Group in 2015 and became part of one of the largest manufacturers of personal hygiene products in the world, with sales in more than 110 countries and with 20 manufacturing plants in 14 countries. Ontex Mexico's well-known brands include bbtips Sensitive, Bio Baby, Kiddies Antifugas, Chicolastic Classic, Affective and Fiore.

### **Driven by innovation**

From the onset, Ontex Mexico has displayed a strong focus on technology and innovation. It has obtained over 200 patents and has 43 patents pending. This strength increased after the company joined the Ontex Group, when it gained access to a network of seven R&D centers in Europe and the Americas and to one of the most experienced R&D teams in the industry.

Ontex Mexico is now led by Richard Halbinger who has spent his entire professional career within the company. One of Mr. Halbinger's achievements was the launch of Bio Baby, the first environment friendly brand of baby diapers in the Latin-American market. Since its launch, Bio Baby has saved 10 thousand tons of unfriendly waste.

*"Over the past 40 years, we have grown our business in a competitive and globalized environment by offering intelligent solutions that are tailored to the lives and needs of our customers. We are proud to celebrate this today, and will build on the strong foundations put in place over the past 40 years."* said **Richard Halbinger**, Managing Director of Ontex Mexico.

**Charles Bouaziz**, CEO Ontex Group NV: *"Since its integration in 2015, Ontex Mexico has greatly contributed to the Ontex Group in many ways. We want to congratulate the full Ontex Mexico family for their strong track record over the last four decades, and I'm confident that Ontex Mexico will grow further in the years to come."*

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### **About Ontex**

Ontex is a leading international provider of personal hygiene solutions, with expertise in baby care, feminine care and adult care. Ontex's innovative products are distributed in more than 110 countries through Ontex brands such as BBTips, BioBaby, Pompom, Bigfrol, Canbebe, Canped, ID and Serenity, among other leading retail brands. Employing 11,000 passionate people all over the world, Ontex has a presence in 22 countries, with its headquarters in Aalst, Belgium. Ontex is part of the Bel20 and STOXX® Europe 600.

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