Querétaro, November 21st, 2024

**Plasmatreat expands its international network and opens a subsidiary in Mexico**

Direct contact for local customers on all aspects of innovative and environmentally friendly atmospheric pressure plasmatechnology

**On-site sales, consulting, application engineering and service for local companies and global corporations based in Mexico: Plasmatreat GmbH has opened another branch in Querétaro, Mexico, to provide even better and more direct support to users and interested parties of atmospheric pressure plasma technology. Plasmatreat continues to expand its international network.**

With the opening of Plasmatreat México as a wholly owned subsidiary, Plasmatreat GmbH, headquartered in Germany and world market leader in atmospheric pressure plasma technology, is further expanding its presence in North America. The company now offers its Mexican customers even closer consultation and support: the Plasmatreat México branch in Querétaro was officially opened on October 18. Close to Mexico City and easily accessible from other regions, the company has chosen an ideal location for its subsidiary in Mexico. The high-tech company, known for its innovative Openair-Plasma and PlasmaPlus technologies for the pretreatment of surfaces to improve industrial processes, is now optimizing its support for Mexican customers. With the new location, Plasmatreat guarantees an even faster implementation of projects, direct availability of technical service, systems, application technology, spare parts and sample analyses as well as its book-a-demo service on site.

**Comprehensive Plasma know-how for many industries**

Mexico is home to numerous industries that have experienced major growth over the past decade and to which plasma technology can bring great benefits: automotive, aerospace, electronics, medical and packaging. However, the two most important are the automotive and electronics industries. Here, Plasmatreat is already helping to improve efficiency and environmental friendliness in numerous processes worldwide with its innovative technologies and has acquired extensive know-how from which companies based in Mexico can now also benefit directly.

**Growing domestic market Mexico**

Mexico is one of the most competitive countries for industrial investment in the world due to numerous factors, finds Gerardo De La Cruz, Managing Director of Plasmatreat Mexico: "In addition to the strategically favorable geographic location and a strong domestic market, companies here benefit from competitive costs and a young, motivated workforce." The electrical engineer's career has included experience in the electronics industry and he is available to customers and interested parties as a competent contact for unresolved material issues. The subsidiary in Querétaro consists of several offices, meeting facilities, and various plasma equipment and systems to allow demonstrations and analysis on-site at the office or directly at the customer's facility.

The team of 4 people covers all the important areas. Gerardo De La Cruz is the managing director, Ulices Carrillo Contreras is responsible for sales, Diego Raul Gallegos is in charge of service and application technology, and Natalia-Soledad Zicari is responsible for administration. With a wealth of knowledge and experience in their respective fields, the Plasmatreat México team is well-positioned to introduce customers and prospects to plasma technology for various applications.

**Close cooperation with partners in Mexico**

Plasmatreat has also been active in Mexico for many years with various trading partners and agents. The business relationship with the Mexican partners ASSELEC remains unaffected despite the foundation of Plasmatreat Mexico. The cooperation will even be extended and expanded. Together, existing customers and plasma systems and equipment throughout the country will be serviced, and if detailed questions arise, Plasmatreat’s Gerardo De La Cruz will also be on hand to provide advice and assistance to agents and partners. "The handling of the Mexican market is thus well covered, and we can also fall back on the resources and expertise of the branches in the USA and Canada at any time."

For more information, please visit: [www.plasmatreat-na.com](http://www.plasmatreat-na.com)

***Info box:***

**How Openair-Plasma and PlasmaPlus optimize industrial processes.**

When plasma with its high energy level comes into contact with materials, it changes the surface properties, for example from hydrophobic to hydrophilic. Plasma technology requires only compressed air and electricity for operation. Fine cleaning with Openair-Plasma gently and reliably removes dust, release agents, additives, plasticizers and hydrocarbons from surfaces. Especially with non-polar plastics, plasma treatment achieves surface activation. It supports the increase of surface energy by introducing hydroxyl groups and thus improves adhesion in subsequent processes such as bonding, printing, painting and sealing. Plasmatreat's PlasmaPlus technology can also be used to create targeted functionalized surfaces with defined properties by applying (depositing) nanocoatings, e.g. as an additional adhesion promoter layer.

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**About Plasmatreat**

Plasmatreat is an international leader in the development and manufacture of atmospheric plasma systems for the pretreatment of substrate surfaces. Whether plastic, metal, glass or paper - the industrial use of plasma technology modifies the properties of the surface in favor of the process requirements.

Openair-Plasma® technology is used in automated and continuous manufacturing processes in almost every industrial sector. Examples include the automotive, electronics, transportation, packaging, consumer goods and textile industry, but the technology, cost and environmental advantages of the plasma technology are used in medical technology and in the renewable energy sector as well.

The Plasmatreat Group has technology centers in Germany, USA, Canada, China, and Japan. With its worldwide sales and service network, the company is represented in more than 30 countries by subsidiaries and sales partners.

For more information, visit: [www.plasmatreat.com](http://www.plasmatreat.com)

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**Picture captions:**

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The ideal location in Querétaro makes it easy to reach customers in and around Mexico City, as well as other regions of the North American country. (Copyright Plasmatreat GmbH)



Initial testing of customer components can be performed on site at Plasmatreat México using various plasma units and systems. (Copyright Plasmatreat GmbH)



The team of Plasmatreat México: from left to right: Diego Raul Gallegos (Service and Application Technology), Ulices Carrillo Contreras (Sales), Natalia-Soledad Zicari (Administration) and Gerardo De La Cruz (Managing Director).

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