



# FabricAir expands in Latin America

## The Original Fabric Duct Manufacturer Opens Subsidiary in Mexico

*When FabricAir installed the world's first textile-based ventilation system in 1973 it heralded a whole new way of thinking within HVAC/R and indoor air quality. This expertise is now directly available through FabricAir Latin America S.A. de C.V.*

With growing interest in FabricAir Dispersion Systems from the Latin American market, opening a subsidiary is the natural next step for the renowned Danish-based company. Quality and service are at the heart of the FabricAir philosophy and this is best delivered through local expertise close to the market.

*"The market potential both nationally in Mexico and for rest of Latin America is very good. Until now we have primarily covered this market from our US office – but the new company in Mexico will take over all activities in the region. We open with a group of five very knowledgeable people from the fabric duct industry, who will support the Latin American customer base."* Says CEO Brian Refsgaard.

The local fabric duct industry has traditionally been very price driven. As FabricAir makes their entry, they bring cost-efficient high-quality products backed by great engineering support and general lead times that are much shorter than the current norm.

*"With our global structure and strong logistic setup, we deliver high quality solutions to the market at competitive prices. Our model is to deliver much more than just a product, which we know from experience the local industry finds attractive,"* explains Mr. Refsgaard.

Fabric-based air dispersion has great potential in Latin America. It is a sizable market, which is currently not well developed. The new subsidiary will be led by Verónica Lozano, Anthony Ramírez and a future Office Manager with a team of skilled local experts, including Anaïd Olivares Lira, Adriana López, and Gustavo Villareal. Carlos Iriarte who has many years of experience from our US office will provide engineering and sales backup in the beginning, to ensure a smooth transition.

*"Joining FabricAir was an opportunity to work with a brand I admire. I like the technical level, the quality of the materials and the variety there is for each application and each client need. It's perfect for the Latin American market."* Says Ms. Lozano, and continues:

*"I think this is the perfect timing because projects for this next year are re-emerging that were on hold in the current year. The market is always looking for better products, better suppliers, and after this pandemic the market opens up to new opportunities."*

Anthony Ramírez adds his thoughts on the grand opening, which takes place January 1, 2021:

*"I really love how fabric ducts provide more efficiency and a better esthetic for the final user. We open with a strong team who knows and understands the market, strong support from the company, one of the best quality levels and the best products currently available."*

## To learn more, please contact:

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**FabricAir**

### About FabricAir

*FabricAir designs and produces custom air dispersion & air distribution solutions for a wide range of applications. In 1973, we installed the world's first fabric ducting system, which heralded a whole new way of thinking within HVAC/R and IAQ.*

*We continue to be at the forefront of innovation and proudly deliver superior air dispersion across the globe through sales companies and a substantial distributor network. Our experienced engineers ensure ideal air flow regardless of project complexity. We are headquartered in Denmark and all systems are produced to measure at our facility in Lithuania.*