



A FAMILY DEVOTED TO INNOVATION AND HUMAN CAPITAL

*J.M. Romo - MX*

**The history: from a small workshop to a benchmark for equipment**

The J.M. Romo company was born in Mexico in the early 1930s as a small workshop with only employees, chromium-plating and nickel-plating metal parts. The idea was a huge success and the workshop attracted customers from other regions who brought their parts, even the most difficult ones, to have the plating process completed.

The business grew in both size and notoriety which led Jesus Maria Romo, founder, to broaden the services offered by his workshop starting with furniture production. The initial idea was to produce small home furniture, such as chairs, tables and desks, using state-of-the-art technology to achieve reliable and quality results. Over the years, the company steadily expanded its portfolio of product offerings including products for catering and grocery (display cases, carts, checkouts, shelves, cabinets, displays, etc.), becoming a leader in the production of retail equipment.

Today, J.M. Romo is still a family business, now in its fourth generation, with more than 1,700 employees, a widespread presence throughout Mexico, and a solid presence in the United States, Caribbean, and South America.

### Not just furniture and equipment

J.M. Romo currently consists of three operating divisions: Operadora J.M. Romo manufactures display solutions and equipment for commerce and industry, Romo Racks offers design and implementation of material storage solutions, and GDA is the subsidiary devoted to transportation and logistics. These three divisions work in sync to be able to provide customers with the best possible experience, whatever their need, from standard solutions to customized handcrafted products. In fact, customer needs are as varied as the businesses that turn to J.M. Romo: supermarkets, small and medium-sized stores, restaurants, and canteens are just a few examples.



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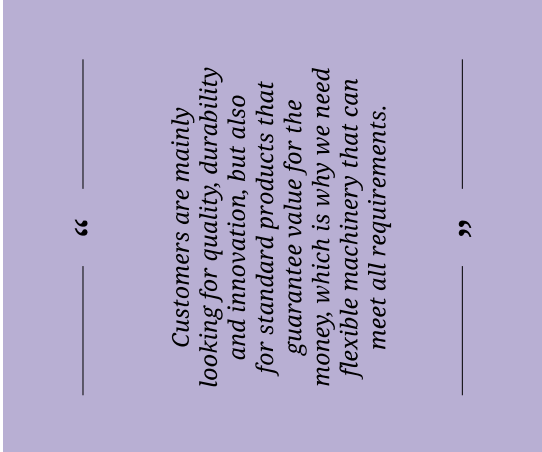
### Market challenges

“There are many macroeconomic trends that affect daily business, but you have to look at them as opportunities for improvement. When a problem arises in the company, the first thing to do is to analyze it, trying to isolate it to understand where it originates and find the best solution. Sometimes the problem stems from the supply chain, other times it is pressure from the customer, or problems with product delivery,” says Antonio Romo, great-grandson of the founder. “We always try to offer a solution as quickly

as possible and maintain a good relationship with our customers. We understand their issues and that is one of the reasons they continue to choose us. They also appreciate our continuously seeking production process innovation and our focus on offering quality products and service.”

### Why choose BLM GROUP?

“Before making any investment, we evaluate many factors: we obviously look for high-end machinery that are reliable and can guarantee a product with high quality and precision, but we also evaluate other factors such as the degree of automation and the quality of technical support. We started buying BLM GROUP machines in the 1980s and still continue to turn to them today because of the quality of their machinery and the support provided, not only for maintenance,







but also at the level of sales consulting with staff always ready to recommend the best machinery for every need. To date, our machinery fleet includes almost the entire line offered by BLM GROUP, with Laserrube equipment, tube bending, etc. BLM GROUP helps us stay on the cutting edge, supports our growth and allows us to be more efficient in production. In addition, thanks to their equipment today we can offer new product lines.”

**Automation and human capital**

“For many people increased automation means job losses, but not for us. Automation for us means employing our people more effectively and productively; in fact, thanks to automation, we can increase production in other shifts. The introduction of advanced technology does not replace people, but supports us in the entire production process, simplifying the work of our operators. Human capital is crucial for us; our goal is to pursue the welfare of our workers and the local community even outside the production environment,” says Antonio Romo. For this reason, the founder of J.M. Romo decided to build an amusement park for the exclusive use of employees, in the city of Aguascalientes. Over the years, the park has been renovated and now also houses gyms, classes, and sports fields where various sports can be practiced. Employees are guaranteed exclusive and free access every first Sunday of the month.

**Challenges for the future**

“The sectors we cater to are constantly growing, and we have seen the demand for our products increase in recent years, thanks to all the partnerships we have been able to establish in the company’s nearly 90-year history. For the future, we want to aim to achieve 100 percent

environmental sustainability for our plants and make sure that our production processes are as clean as possible in terms of emissions. We want to further establish our presence in South America by opening new locations, and we are considering other foreign markets to expand internationally,” concludes Romo.

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