

# Pertek-Erler

Leader in the application of cosmetic coatings



Pertek- Erler, S. de R.L.  
de C.V.  
IATF 16949:2016  
(without product design)

BR:  
10012187  
IATF16

**Company Presentation**  
**May 2023**

- Who we are
- Profile
- Values
- Process
- Quality
- Service
- Markets & Customers



# Who We are ?

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- Privately held subsidiary of Erler Industries Inc.
  - Decoration of Plastic / Robotic Painting.
  - Established Mexico operation in 2000.
  - Market:
    - Interior Automotive
    - Domestic Appliances &
    - Consumer Electronics
  - IATF certified / ISO 9001:2015
- 





- > 1 Million painted parts per month
- Expected Annual Growth of 30% 2024
- 250 employees
- Production 24 hours, 6 days/week
- Customer Loyalty - automotive awards
- IATF 16949:2016 Certified

# Mission

To provide highly effective finishing solutions to our customers by focusing on total customer satisfaction, continuous improvement, and provide our employees with a trustworthy and safe work environment.



# Vision

To be a leader in the application of cosmetic finishes to the most technical and advanced markets by using the latest equipment and materials technologies.

To have positive, long term relationships with our customers and employees.



# Values

Honesty

Trust

Safety

Care about others





# Decorative Painting

Process

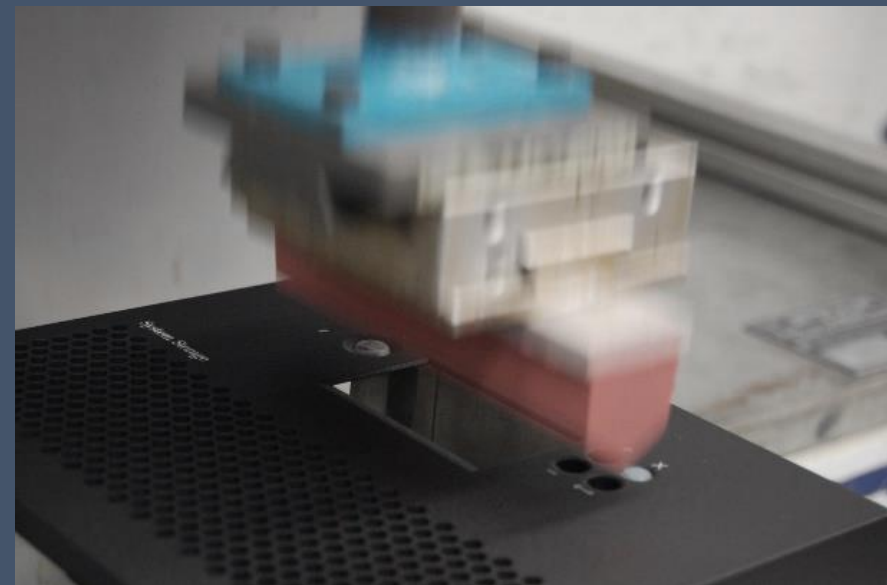


- Surface Preparation with Atmospheric Plasma
- One, Two & Three Coat Systems – 12 Painting Robots
- 1K & 2K Paints
- Solvent & Water Base
- Back Lighting Finishes
- Conductive Coatings – Shielding
- In-house Tooling Design
- Molding Outsourcing
- 2023 Capacity Expansion

# Secondary Operations

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- Laser Etching
  - Mechanical & Manual Assembly
  - Pad Printing
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- IATF 16949:2016 Certified
- Quality system APQP - PPAP, FMEA, PSW
- Laboratory validation & process testing
- Color, Gloss, Hardness, Adhesion, Thickness, Sunscreen, Thermal Cycling
- Human Resource Development



# Customer Value

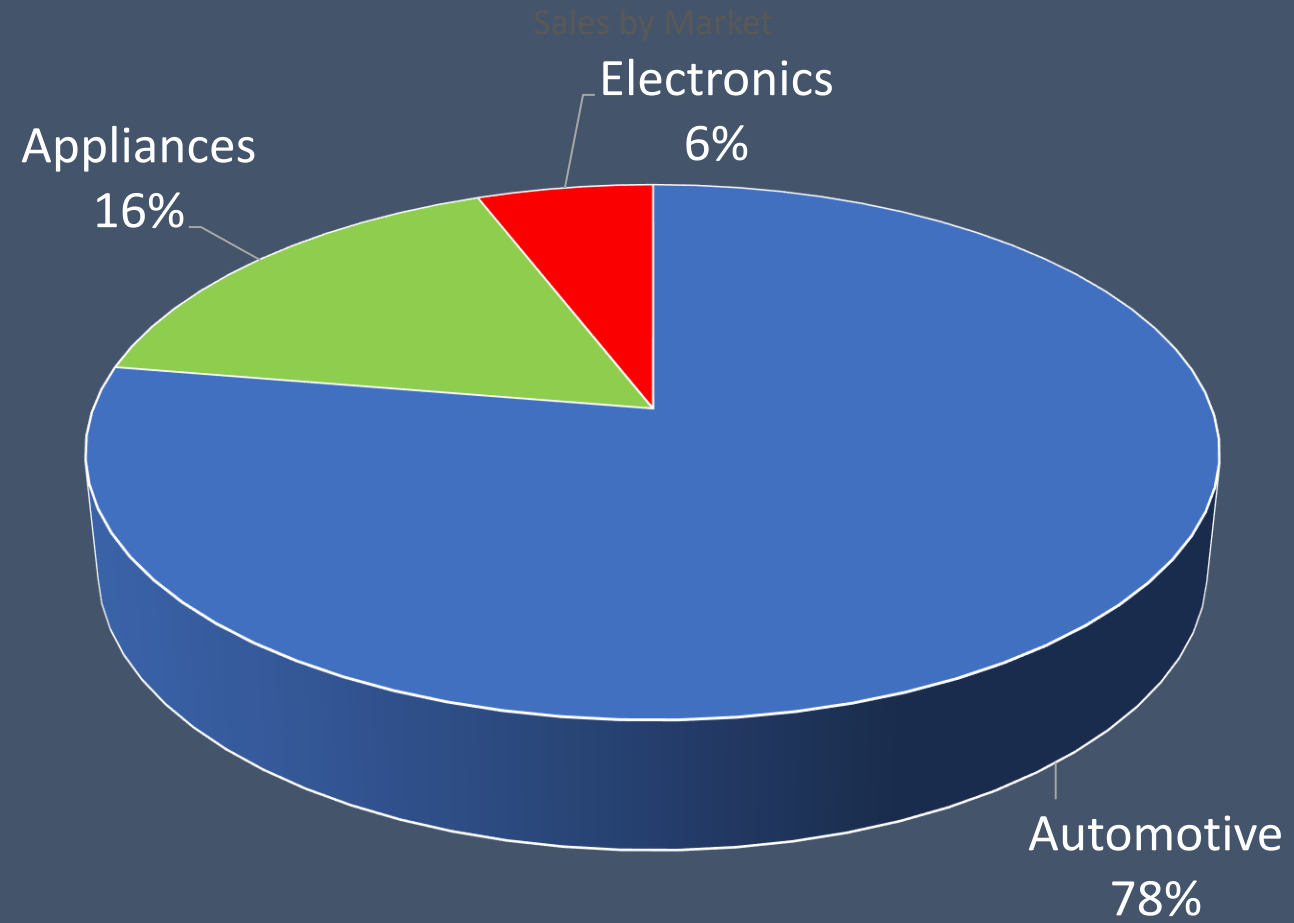
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- Program Management - CFT
  - Prototyping & Pre-production
  - Innovation & Process Development
  - Oracle Service Management System
  - IMMEX
  - Customer Care: flexibility, service excellence & continuous improvement
-

# Markets

Customers



# Automotive - Interior

Customers



**FORVIA**  
faurecia

**VUTEQ**  
flex



**INYX**  
Incorporated  
**INTEVA**  
PRODUCTS

**NBHX**  
**Continental**

**GRAMMER**  
**PLASTIKON**



**NOVARES**  
Beyond plastic

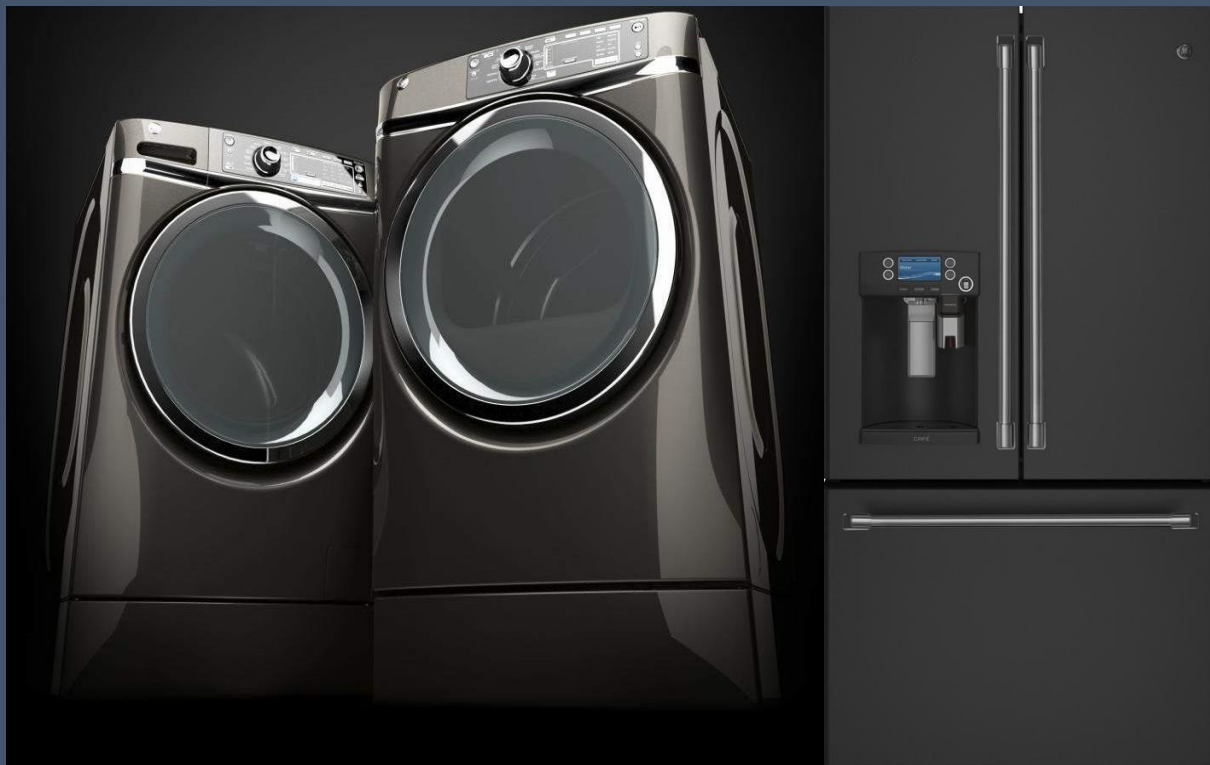


# Automotive – New programs

Customers



Ford F 150 Front Bezel, Honda HRV Garn, Lucid Air Vents, Rivian S1 Steering Wheel, Volvo 536 Air vents, Jeep Compass Radio Bezel, Tesla Highland Center Console, and others



# Domestic Appliances







# Consumer Electronics

flex

HID

BDT

trend  
TECHNOLOGIES

solar edge

Honeywell



**Erler Industries**

**USA**  
Indiana

**MEXICO**  
Guadalajara

*Leader in the application of cosmetic finishing*  
**[www.erler.com](http://www.erler.com)**



**Thank you**