
VEDIA
INDUSTRIAL
S.A. DE C.V.

Vedia Industrial

Vedia Industrial S.A. de C.V. is dedicated to the manufacturing and marketing of metal products for the leather, hardware, textile and other industries. We offer products made of wire, stamped and drawn sheet metal, and zamac injection. We produce a range of high precision products for the manufacturing and electrical industries.

Our brand names are Diana and Verona.

Our wide range of products includes items such as semi-tubular rivets, fittings and steel sheet stampings, buckles, eyelets, rings, half rings, eyebolts, hooks, hasps, chains and multiple forms of wire.

We also manufacture custom components cast in zamac for a variety of industries, as well as buckles and other HW for the fashion industry.

Our History

1938 — Manufacturas Diana was founded by Robert Steenbock, a German immigrant, for the production of stamped metal parts.

1966 — The company moved to its current location with 12 000 m^2 plant space.

1980 — Industrias Verona was founded for the production of zamac die-cast products.

2000 — The group name Vedia was introduced to consolidate activities from Verona and Diana. Diana and Verona remain as brand names.

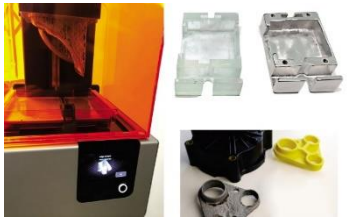
DIANA VERONA

2000 — Introduction of the ERP system SAP.

SAP ERP

2014 — Export to USA and Europe becomes a strategic activity.

2015 — A new fast prototyping process based on 3D printing was developed.

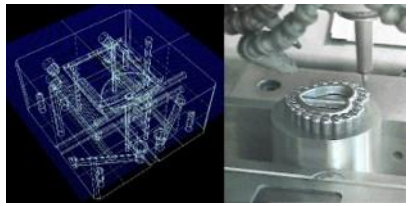


2016 — New environment friendly finishes and powder coating were implemented.

2019 — ISO 9001 / 2019 certificate for both plants.

CERTIFICATION APPROVED FQS ISO 9001

Today — We have 400 highly skilled employees producing high quality components to strict tolerances.



Facts and figures

- In business for over 85 years.
- Total number of employees: approx. 400
- Two main lines of business:
  - Diana – Stamped sheet metal and wire products
    - Steel sheet metal > 2.000 tons/yr
    - Steel wire > 660 tons/yr
    - Aluminum ≈ 30 tons/yr
    - Brass ≈ 30 tons/yr
  - Verona – Injection molding
    - Zamac > 700 tons/yr
- One central production site with over 12.000 square meters
- Integrated tool and mold shop
- End-to-End production from design to finishing
- Over 4000 products with sales offices in León, Guadalajara, Monterrey, Mérida and Guatemala City

Vision and Mission

Vision

- Being a leader enterprise, with a global level of proficiency.

Mission

- We will take advantage of our creativity, technological and organizational capacity to produce innovative high quality metal products. We seek sustained growth through new markets and the personal development of all those who work in Vedia.

German passion for excellence

- Advanced technology
- Highest quality
- Excellent service

Mexican creativity

- Innovative designs
- Flexibility
- Individualized attention

Our Values

Customer focus

- Dedicated sales team.
- Project-based product development teams.

Quality and Reliability

- ISO 9001 Certification.
- ERP controlled process (SAP).
- Established continue improvement process.

Social and environmental responsability.

- External audits.
- International environmental standards.
- Focus on a learning organization.

Focus on technology

- International known technology and machine providers.
- Beta-tester for our technology partners.

Creativity and Innovation

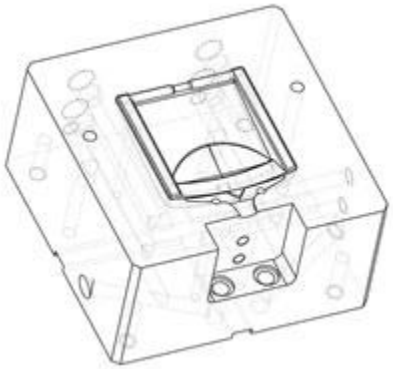
- Innovative design teams and tools (3D print).
- Integrated product engineering teams.

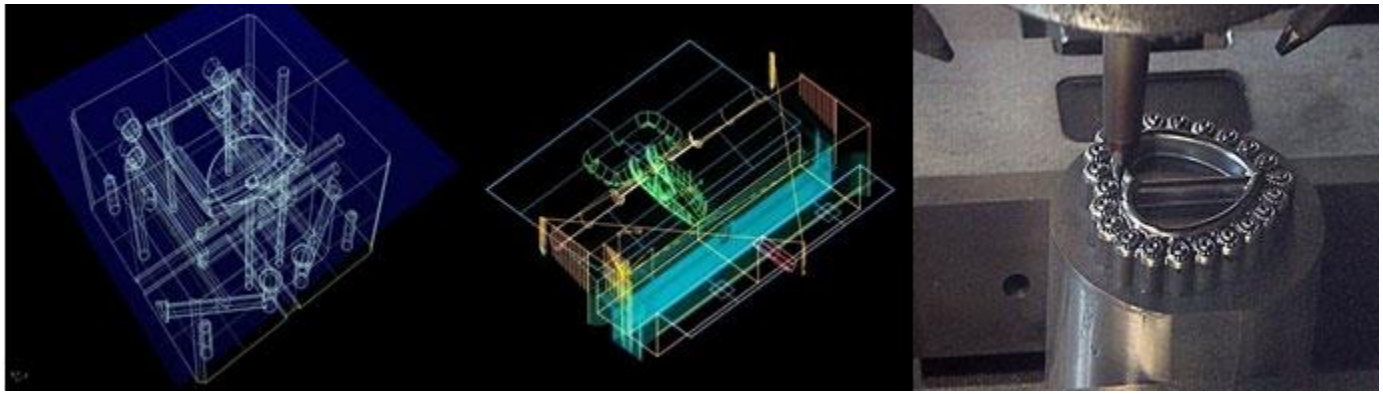
Metal Finishing

- We offer a wide range of high quality decorative and protective metal finishes including
  - Golden, silver, copper
  - Color painted
  - Antiqued, brushed, polished, satin
  - Hand decorated (gold, resin, paint)
  - Engraved
- We have 3 automatic and 3 manual high capacity lines, and 4 specialty lines
- We work with cutting-edge technology partners, beta-testing and localizing finishing processes.
- We focus on constant improvement for better and cost effective processes and new innovative finishes.
- We take environmental issues very seriously, and adhere to the safety, health and environmental policies and regulations.

Highly specialized tool and die shop

- We are self-sufficient in the manufacture of all our tools including molds, dies and other devices needed for production.
- Our molds and dies undergo constant maintenance.
- We have machining centers with 6 CNC milling cutters (speeds from 10 000 to 40 000 rpm). 4 CNC erosion machines (2 penetration erosion and 2 thread erosion), lathes, grinding machines as well as tools for reverse engineering.
- Our 23 mechanics are highly skilled and constantly trained.
- We work with international tool providers that are well recognized market leaders.

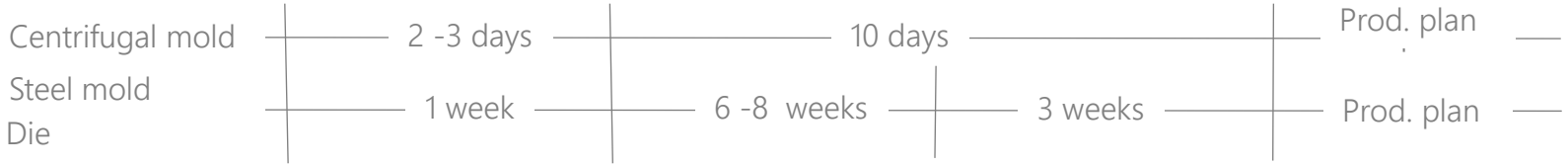




New projects

- We have two full time graphic designers (for the artistic design and generation of the 3D models) and four mold and die designers.
- We work with two 3D printers in the prototyping process.
- We use an integrated SW-tool chain from graphic design to manufacturing CAD, as well as scanning tools and SW for reverse engineering.

1. Definition	2. Design	3. Mold/Die	4. Samples	5. Production
▪ Client input: Idea, sample drawing, 3D model ▪ Engineering plans, sample	▪ Define production process ▪ Make approval drawing ▪ Quote	▪ 3D printing ▪ Fabrication of a steel mold ▪ Fabrication of a die	▪ Samples for approval ▪ First industrial production run to fix quality parameters	▪ Delivery according to the production plan, time will depend on process and quantity



Production capabilities

Diana

(sheet metal stamping and wire products)

- 14 wire bending machines; 10 rivet machines; 11 deep drawing progressive presses, 4 double action (one step drawing/stamping) presses; 25 presses up to 70 tons.
- 4 high capacity finishing lines (3 automated, 1 manual),4 bulk lacquer ovens and oxidation equipment.
- Slitter

Verona

(zamac injection products)

- Injection machines: 12 Zamac injection machines (35 to 125 tons closing pressure); 3 centrifugal injection machines.
- 6 finishing lines – one for bulk materials, 1 general purpose high capacity line and 4 specialty lines.
- Painting capabilities (liquid and powder paint, lacquer, resins).
- Process development lab.

Our products

Electric components

Lock components

Tools

Eyelets

Rivets

Rings

Our products

Springhooks

Quality packages

Zipper pulls and brand plates

Stamped buckles

Die cast buckles

Reversible buckles

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