

# Hugo Hernández Basulto

Lindes (Vidrios Marte)



“ I saw an opportunity to make buildings eco-friendly, using special windows and doors. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Industrials
<b>EMPLOYEES</b>	180
<b>YEAR SELECTED</b>	2011
<b>WEBSITE</b>	<a href="http://www.vidriosmarte.com">www.vidriosmarte.com</a>

## COMPANY SNAPSHOT

When VIMA hits its sales and production targets for 2011, the environmental effect will be equivalent to removing 5,000 cars from the streets of Mexico – and as of February 2011, the company had already secured enough contracts to reach 60% of these goals. Its highly technical product, Thermak®, offers an insulated glass unit (IGU) alternative to traditional glass panes: when installed as skyscraper windows or refrigerator doors, Thermak reduces energy consumption by up to 30%. Since taking the reins of his family's glass business in 2004, Hugo has streamlined the company's scattershot model to capitalize on the global shift towards green building. Under Hugo's direction, VIMA quickly recovered from the global financial crisis and emerged as the leading Mexican producer of IG products, capturing more than 30% of Mexico's US\$50 million IGU market.