

Manuel del Castillo

Urman



“ I saw an opportunity to create a globally-competitive school and office supply business. ”

COUNTRY	Mexico
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INDUSTRY	Consumer Goods & Services
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EMPLOYEES	200
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YEAR SELECTED	2006
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WEBSITE	www.urman.com
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COMPANY SNAPSHOT

Manuel has transformed a small mom-and-pop shop that sold leather-bound organizers into one of the most dominant producers of student notebooks, office supplies and accessories in Mexico. URMAN has been given the exclusive rights in Mexico to design and sell notebooks that are animated with Disney and Mattel characters through strategic contracts with both corporations. Focused on premium school and office supplies and accessories, URMAN is a well-recognized “rags to riches” success story, outperforming global heavyweights like Kimberly Clark in the Mexican market and building the potential to expand internationally.

Manuel is currently focused on new projects and hopes to break into the US market.

ENDEAVOR AND URMAN

Endeavor has helped by introducing Manuel to potential partners, fellow Entrepreneurs, and potential investors. His custom advisory board, meanwhile, helped secure an important deal with a Chilean supplier. Endeavor Mexico has provided Manuel with Secretaria de Economia funding to help finance consulting services from Deloitte and ATKearney.

Manuel demonstrates commitment by participating in events and donating supplies to Endeavor Mexico.