

Garden House and Grisi join forces to cover the Mexican market

The Chilean laboratory just signed an agreement with Grisi, one of the oldest pharmaceuticals and with the most experience regarding distribution in Mexico.

(August, 2012) Garden House just signed an agreement with Laboratorios Grisi, considered among the most important companies in Mexico, to broaden its distribution of Ciruelax in the country.

The Chilean Laboratory operates in Mexico since 2003, reaching to this date, a market share of close to 10%. The laxatives market in the Aztec country is not only 7 times the one of the Chilean market, but it happens that 9% of the population above 18 years of age consumes laxatives.

For Garden House, Mexico is one of the most important countries from a commercial standpoint; this is why the signing of this agreement is a real highlight, since it's estimated that this country has close to 20.000 pharmacies.

The laxatives market in Mexico represents close to 60 million dollars, and 13 million units a year. In this context, and with its new partner, Garden House plans to duplicate its sale of Ciruelax towards the end of 2012.

The deal with Grisi, therefore, becomes fundamental to reach this goal successfully. "Recent market studies by TNS in Mexico, indicate that Ciruelax occupies the first position in brand awareness among laxative consumers, but we haven't been able to turn this advantage into sales due to our historical distribution problems in the Mexican market. Therefore, this alliance with Grisi will be key to increasing our coverage, from our present 58% up to 92%, and will add as points of purchase, thousands of neighborhood convenience stores in rural areas, where the Mexican legislation also allows this sort of medicines to be sold", explains Marcelo Cortes, Regional Manager of Laboratorios Garden House.



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