

Sodimac continues growing in Mexico and opens its fifth store in the country

The store opened today by the company, which plans to open three more in Mexico during 2020, is located in Naucalpan, the third most populous municipality in Mexico.

Naucalpan, Mexico State, December 19, 2019.-

As part of its growth plan in Mexico, Sodimac opened today its fifth store in the country, which is located in Naucalpan, the third most populous municipality in Mexico.

The new store - of about 10,000 m² - is in the Plaza San Mateo shopping center and will also meet the needs of customers in the municipality of Tlalnepantla and the municipalities of Azcapotzalco and Miguel Hidalgo. This location employs around 150 people, which means that Sodimac's workers in the country total more than 1,000.

This inauguration is part of the agreement signed between the Falabella group and Organización Soriana in 2016 to develop this home improvement chain and the Falabella Soriana credit card, with an investment plan that projects approximately 20 first stores in the country.

"The opening of this store is part of our commitment to respond to the needs of more and more Mexican families and construction specialists. Our growth plan includes the opening of three more stores in Mexico next year, one of which will be inaugurated during the first quarter," said Enrique Gundermann, Sodimac CEO.

Like the other Sodimac stores, Naucalpan's integrates the Homecenter and Builder formats to satisfy in the same place the needs in equipment, remodeling and home decoration, as well as construction materials, hardware products and tool rental services, installations and furniture assembly. The company also sells online at www.sodimac.com.mx and by phone at 800 062 2203, with initial coverage in Mexico City, State of Mexico, Morelos, Querétaro, Acapulco, Veracruz, and soon in Monterrey and Guadalajara.

Sodimac Mexico CEO, Patricio Silva, said that as in other stores, this local introduces various innovations to the Mexican market, among which outstands the Patio Constructor to allow the entry of vehicles for the purchase and loading of materials, which streamlines the service. It also provides other services for engineers, contractors and trades in equipment, such as dispatch to construction sites, cutting wood and profiles, access as regular customers to the benefits of the CES- Sodimac Experts Club and an area especially dedicated to sales to companies.

Sodimac Naucalpan also offers self-check-out services; home delivery; custom-made curtains and blinds; bathroom and kitchen design center; custom-made interior and exterior doors and windows; computerized paint tinting; and workshops with daily classes for customers, among others.

Sustainability

In accordance with Sodimac's sustainability policy, the design of the new store considers an efficient use of natural light and LED lighting to generate energy savings, and elements to reduce water consumption to a minimum, among other measures to protect the environment.

The home improvement market in Mexico is very fragmented, with around 5 m² of store per 1,000 people, compared to 65 m² in the Chilean market, for example. This shows the great growth potential that exists for an operator like Sodimac, even more so in association with a local company like Soriana.

This new Mexican venue joins the more than 250 points of sale that Sodimac has in Mexico, Argentina, Brazil, Colombia, Chile, Peru and Uruguay.

Sodimac is a subsidiary of the Falabella group, one of the main retail platforms in Latin America, which has five business units: department stores, home improvement, supermarkets, real estate and financial services. Sodimac's start-up in Mexico is complemented by the development of the Falabella Soriana card as an alternative means of payment that allows customers to make their projects a reality.