

“Irundin's support has been **timely** and **effective**. The update proposals and the guarantee of their equipment give us **peace of mind**. ”

INTERVIEW

Efrén Ayala

Plant Maintenance Planning
Coordinator

“José Cuervo, founded in 1795, is dedicated to the production and marketing of tequila, with a portfolio that includes iconic labels such as José Cuervo Especial, Tradicional and Reserva de la Familia.

From its historic La Rojeña distillery, the oldest in Latin America, the company has driven the global expansion of tequila, combining tradition, innovation and a strong international presence.”

How long have you been working with Irundin and how did the collaboration come about?
I have been working in the company for two years and since I joined the company there has been a relationship with Irundin. The company has been working with Irundin for about 20 years. The collaboration arose from the need to restore the basic conditions of the equipment by overhauling the fillers.

In your sector, what are the main challenges or specific characteristics you face in the bottling process?
One of the biggest challenges is to meet the demand for the products by having reliability in the efficiency of the equipment to meet production schedules.

“The versatility of Irundin has allowed us to adapt without compromising performance.”

What features or functions do you consider essential in a bottling line?
Filling equipment is the heart of the line. Maintaining it in base condition, with constant and accurate operation, is key to ensuring product quality and avoiding downtime.

“Irundin is: equipment reliability and versatility to adapt to our needs.”



José Cuervo

How does Irundin machinery respond to these specific needs?
Irundin machinery stands out for its high output speed and consistent filling accuracy

What made you choose Irundin as a supplier for your bottling lines?
Mainly, the reliability of its equipment and the attention to service. Irundin has proven to be there when we need it.

“Thanks to Irundin, we implemented universal tools that streamlined our process.”

How would you describe your experience of working with Irundin, from the installation of the machinery to the after-sales service?

Our experience has been very positive. We have always received timely attention and the necessary support to keep our equipment running reliably. Thanks to Irundin we implemented universal tooling that streamlined our process.

“You can fully trust the quality of Irundin's equipment and the support offered by the company.”

Are there any situations where Irundin has been a key strategic partner for your business?
At times when we seek to improve the efficiency of our equipment, we implement technical improvements that optimise our processes.

What do you think differentiates Irundin from other suppliers in the

sector?

Their ongoing support makes the difference. That close relationship is something we truly appreciate.

“Irundin helps us avoid unnecessary downtime to improve our productivity.”

Thinking about your daily operation, what added value does Irundin bring to your bottling process?
It mainly contributes to maintaining the efficiency of our production lines. This avoids unnecessary downtime, which directly impacts our productivity.

Can you share an anecdote or special moment that sums up your experience with Irundin?
A highlight was when they designed and manufactured universal change parts to handle bottles of varying diameters and heights.

Thinking about the future, what do you expect from Irundin to continue innovating or improving your bottling process?
We would like you to continue to develop technology upgrade proposals to maintain the value of the equipment over time.

“Irundin's strong commitment is evident in every interaction.”

