

New Firwin Distributor for Chile

Firwin Corp is pleased to announce it has entered into a distributor agreement with Ventas (VLA) s.p.a. of Santiago, Chile.

“The Chilean market is one of the more stable and advanced markets in South America” said Paul Herman, Firwin’s president. “It is among the world leaders in mining, and we believe there is a need for our removable insulation blankets in Chile just as there is in North America.”



Ventas’s president, Gustavo Romero: “Our company, VLA s.p.a., is an advisory firm founded in 2007. We provide sales services by working closely with our suppliers, helping them to identify and grasp opportunities in order to better position themselves ahead of the competition. Our goal with FIRWIN is to position the brand within the mining industry, particularly in the underground mining industry with Mine Wrap Mark II and Mark III.”

“Chile is a natural first step for Firwin into the South American marketplace”, notes Paul Herman. “It has arguably one of the more open markets in South America, including a free trade agreement with Canada. It also is moving heavily from a country of majority open pit mining into underground mining. Mines in both the open pit and underground industries use our blankets for lowering ambient heat, protecting personnel, and in the case of underground mining, for fire safety as well. There is no reason why mines in Chile should not have the same benefits as their counterparts in North America”, added Paul.

“We are confident that having a local presence in Chile with Ventas will allow Firwin to properly serve the needs of the Chilean marketplace”, said Paul.

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