



Crisa PH (House Products) starts operations in Mexicali

April 30, 2004 - Crisa, Vitro's business unit dedicated to glass manufacturing and commercialization, announces the aperture of its store Crisa PH in Mexicali. Now housewives, businesses, hotels and restaurants in this city as well as other important cities in the state of Baja California can acquire glassworks, crockery, ovenproofs, cutlery, pewter and aluminum products from Crisa and Libbey, among other things, directly from factory.

Crisa PH will offer wholesale and medium wholesale services to its clients, in addition to the retail services for all of those who want to acquire best price and quality products as well.

This new store, located in the intersection of Blvd. Adolfo López Mateos and Fuerza Aérea, Colonia Zacatecas, in Mexicali, presents a great variety of complementary products in pewter and electrical appliances that would heighten products' offering in the same store.

Crisa also opened Crisa PH's stores in Monterrey, Chihuahua, Tuxtla Gutiérrez, Merida and Ciudad Juarez, to the public.

For further information, please contact Sergio Rodríguez, at 555-3797 and/or 555-3798, in Mexicali.