



K-Alpha

# Power of Partnership

**Our mission is to be an extension of your team: envisioning and executing ambitious projects together.**

At Vitro, our key ingredient has always been partnership. We apply our time-tested expertise to anticipate needs and overcome obstacles, ensuring our advanced and cost-effective glass solutions get the job done. We believe true innovation comes from challenging the status quo, and great ideas come from those who demand more from themselves—and their partners.

At Vitro, we know that true success lies in the strength of our partnerships. After all, attempting to evolve alone will get you only so far. Instead, with alliances formed on trust, teamwork, and shared excitement, the possibilities for impactful innovations in glass truly are endless.

With collaboration as our constant, we have made great progress in recent years, doubling in size through investments made in the United States. Today, with a stronger, more

global leadership position, we have reached a formative moment in our evolution—and our new era demands a new commitment to you.

To reaffirm the value of partnership to your success and ours, we have launched a new brand. Our reputation is now our identity.

## **Together, We See Further.**

I believe this new identity represents not just our recent evolution, but the real Vitro. It authentically symbolizes our Vision: Together, we will realize the full potential of glass to shape how we move, build, and live in the future.

**Our new promise is here.  
Let's deliver it. Together.**

Sincerely,  
**Adrian Sada**  
Chief Executive Officer