1973-2013. This is the period of time that the two companies of this article – Heye International and Sivesa – have been working together. In fact, back in 1973, with the signing of a Technical Agreement, they started their cooperation, soon to be followed, over the years, by contracts regarding Engineering Services and the supply of machinery.
Sivesa and Heye International both have a long and successful history. The 40th anniversary marking the cooperation between Heye International and Sivesa proves that a partnership is more than just a contract – it is the joining of a purpose. A bespoke Technical Assistance Agreement (TAA) encompasses every stage of a project – whether a single machine or a whole production facility. Heye’s goal is to work in complete understanding with the customer – from the earliest strategic concepts to the final commissioning stage.

This unique paper-to-production expertise covers everything from the planning stages through construction phases and even the transfer of know-how and staff training.

1973 – THE START OF THE RELATIONSHIP

The relationship between Heye-Glas and Sivesa started in 1973, when Mr. Fred Nechels visited Moctezuma Brewery as representative of Glastechnik, Winckler & Co in January 1970, in order to offer technical service for the glass plant. The Mexican company representatives were interested in the proposal and made a visit to Heye’s plant in Obernkirchen, Germany. It was 14-15 February of the following year that the Orizaba plant received a visit of Dr. Becker and his colleagues at Heye to explain the contract for Technical Assistance to Mr. Manuel S. Campos, General Manager of Moctezuma Brewery.

TECHNICAL ASSISTANCE

In February 1973 the first contract for Technical Assistance was signed, and, the following year, a contract for Engineering Services and for the supply of equipment was signed, too. This furnace with three IS-machines started operation in 1975, initiating Sivesa’s modernization. It is interesting to mention that at the beginning, Glastechnik Winckler & Co. represented and promoted H. Heye Glasfabrik, but over the years, H. Heye was growing and achieving worldwide importance. In 1991, Glastechnik was acquired by H. Heye.

In 1979 a contract was signed between Moctezuma Brewery and Hermann Heye KG for the introduction of the Narrow Neck Press and Blow Process in Orizaba. Five of a total of seven production lines were installed with the NNBP technology in an ambitious 24-month schedule. This was a major achievement, a result of the perfect teamwork of experts from both sides. In the next years, a weight reduction of a 355ml long neck beer bottle from 310g to 180g was achieved.

In 1985 the Femsa Group bought Moctezuma Brewery, including the glass plant in Orizaba, and two years later the glass plant’s name changed to become Silices de Veracruz, S.A. of C.V. (Sivesa).

OTHER EQUIPMENT

From 1989-2003 several contracts were signed, for example the supply of a new batch house, a new melter, including associated equipment, two IS 20-sections machines, and a IS 16-sections 5” machine and the first 10-sections 6 1/4” IS-machine, that started production in 2003. In 2008 Furnace A was modernized, including a 16-sections and a 12-sections IS-Machine. In 2010 Heineken took over FEMSA’s beer business including the glass plant in Orizaba. In 2011 the existing TAA was extended for the next five years until 2016. The success story continued and Furnace B got two new 20-sections IS-machines. These machines replaced the 20-sections IS-machines installed in 1996, which means a remark-
able 15 years of service on a high-speed line.

In 2012 the modernization of furnace C started and in 2013 the production, including two new 10-sections machines, started. All four IS-machines installed since 2011 are equipped with the Heye Process Control, including the latest features of Press Duration Control.

**THE HEYE TAA-TEAM**

The Heye TAA-Team includes employees of Heye International who are trained in Heye glass production, each of them with more than 20 years of practical experience. They know exactly that an efficient production is not the result of a single person; it is always the result of a production team. Beginning from batch composition through melting, glass conditioning, Hot End production and quality control inspection to palletizing. This is how the TAA-Team acts, as a production team which always has the whole production in view. This is what Heye International communicates to its customers.

New technical solutions are tested in-house or at dedicated pilot customers’ premises, using their own staff wherever possible.

As a result, the Heye team has a 360-degree view of the world of container glass production, which is unique in the global market.

Heye International’s focus is on a long-term base. The goal is to achieve a sustainable partnership for the improvement of productivity and quality of customers’ production. This success has been confirmed by customers and has resulted in Technical Assistance Agreements for the last 40 years. Heye is proud to look back at such a long time of cooperation and growing friendship and thanks all companions.