



THE PHOENIX AWARD® COMMITTEE

2004 PAC Winner

Alonso Gonzalez, Jr.

Alonso Gonzalez, Jr. joined his family's business, Grupo Pavisa, as Assistant Plant Manager after graduating Magna Cum Laude from Alfred University in 1982 with a Bachelor of Science Degree in Ceramic Engineering. As a young engineer, Mr. Gonzalez brought a vision of automation and productivity improvements to the company.

Early in his career, he used his knowledge of combustion furnace design to implement immediate productivity improvements. Under his direction, Grupo Pavisa also became one of the first glass container companies in the world to introduce the use of oxy/fuel combustion furnaces in the production of glass containers.

As Mr. Gonzalez gained knowledge and experience about the varied possibilities of glass, he had an even greater vision of further automating the process. With the cooperation of suppliers who shared his vision, Mr. Gonzalez introduced the use of robotics to the semi-automatic production of cosmetics and specialty glass.

Although the number of products produced with semi-automatic machinery has decreased from contributing 80% of the revenues of Grupo Pavisa in 1982 to about 20% today, this segment of the business still enjoys an above average growth rate.

Mr. Gonzalez is as much recognized for his business acumen as for his technical achievements. As president of Grupo Pavisa, he introduced new products that took advantage of the many distinct properties of glass, resulting in a significant expansion of the business. In addition, Mr. Gonzalez recognized that diversifying into related businesses would allow Grupo Pavisa to enhance its position in a highly competitive market.

Today, the company is involved in decorating and recycling businesses, and is recognized as one of the largest suppliers of cullet in Mexico.

In the early 1990s, Mr. Gonzalez's artistic side emerged and gave birth to a new company named Nouvel. At the time, he wanted to capitalize on the use of glass as a means of artistic expression since contemporary glass art was virtually non-existent in Mexico.

Nouvel is dedicated to the production of limited crystal art pieces, which can be found in Mexico, the United States, Europe and Asia.

Mr. Gonzalez takes a great deal of pride in working with suppliers towards the achievement



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of innovative improvements for the glass industry. He sees energy costs as the biggest threat to the glass industry. In conjunction with suppliers, he is currently working towards improvements to furnace combustion systems and longer lasting refractories for furnace crowns.

Mr. Gonzalez always keeps an open mind. If an innovative project makes sense, will add value to Grupo Pavisa, and benefit the glass industry, he is not hesitant to champion the effort.

Mr. Gonzalez's love for competition and the arts plays an important part in his personal life as well. He enjoys golf and squash and, for more relaxing activities, scuba diving and playing the piano.

Mr. Gonzalez has stated that, "Working in a family business brings a delicate balance between what is good for the family and what is good for the business, and I am thankful that at Grupo Pavisa we are able to balance both through an exceptional family and working relationship with my two brothers. The key is that we concentrate on adding value, not necessarily growth, as growth comes with value."

Mr. Gonzalez has been married for twenty years to his wife, Lisa. They have two daughters, Sophia and Anna Maria.

Alonso Gonzalez was presented with the Phoenix Award at a formal banquet held at the University Club of Mexico in Mexico City on September 17, 2004.