

NEW MEXICO MANUFACTURING EXTENSION PARTNERSHIP (NEW MEXICO MEP)

New Mexico MEP aspires to be the premier solution provider to strengthen and grow New Mexico's manufacturing. As a statewide assistance center, New Mexico MEP is dedicated to increasing the competitiveness of the state's small and mid sized businesses. The Center's experts and industry resource network help create the change that can make the difference. New Mexico MEP provides expertise in results-driven methodologies, best practices, and innovative technologies designed to increase your profitability. As a public/private partnership, New Mexico MEP brings together government, not-for-profit and industry resources to offer the comprehensive programs and services you need.

ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2024



\$90.5 Million

Total Increased/Retained Sales



623

Total Increased/Retained Jobs



\$19.9 Million

New Client Investments



\$36.5 Million

Cost Savings

CONTACT US



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IMMIGRANT IS TURNING THREAD INTO GOLD

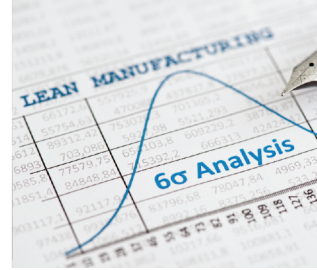
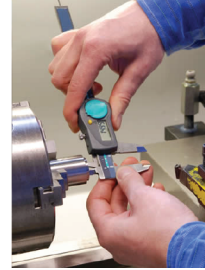
ABOUT SANDIA PET PRODUCTS LLC DBA V.F. PET PRODUCTS LLC. Veronica Fuller worked in production sewing even before she immigrated from Mexico almost 35 years ago. When her employer was ready to retire in 2022, Fuller purchased the 30-year-old business specializing in dog collars and pet leashes. Fuller is the CEO and creative force that drives the four-person team at Sandia Pet Products, located in Albuquerque, New Mexico. Sales are wholesale to pet supply stores, clothing retailers, and under exclusive licensing for sports teams such as the University of New Mexico Lobos and New Mexico United Soccer.

THE CHALLENGE. Fuller, who had creative and production experience but lacked financial, computer, and management skills, learned about New Mexico MEP, part of the MEP National Network™, from a garment manufacturer within her business network. New Mexico MEP Innovation Director Denise Williams began working with Fuller to identify knowledge gaps and production weaknesses, evaluate new markets, and connect her with resources that could strengthen her business skills.

MEP CENTER'S ROLE. While Fuller worked with the business development organization WESST, New Mexico MEP's Williams helped Fuller improve cash flow and workflow by reducing waste. Old inventory was trimmed, computer files were updated, and systems were put in place to track orders, customers, and processes. Ideas for growth were put into an implementation schedule to enable Fuller's creativity to be applied to other industries that need production sewing.

"Denise helped me a lot. I'm a woman and I'm a Mexican. Denise knows a lot of people and she passes along my information to grow my business."

-Veronica Fuller, CEO



RESULTS



2 jobs created and 2 retained



20% increase in profit



Increased sewing machines to more than 25 from 4

