MardeVal
TRADE & DISTRIBUTION

CORPORATE PROFILE / MEXICO

Your commercial partner in Mexico.

Connecting differentiated products and technologies with local market opportunities.

INTERNATIONAL
Brands & manufacturers

→

MARDEVAL
Commercial execution

→

MEXICO
Customers & channels

WHAT WE DO

We are a Mexican company focused on international trade, distribution, commercial representation and market development. Our approach combines commercial strategy with supply chain expertise and disciplined project execution.

01 **Market development**
Channel strategy, prospecting and local business relationships.

02 **Commercial operations**
Distribution models, sourcing and coordination with specialized logistics partners.

03 **Project execution**
Requirements, business cases and implementation coordination.

FLAGSHIP BRAND

FlamAid México

Bringing an innovative European personal safety brand to the Mexican market.





110 dB
UP TO

Portable personal alarm
Bluetooth-linked mobile app

FlamAid Pro is a keyring-style portable personal alarm. Pulling the ring activates a distorted sound designed to attract attention and help deter a potential threat. With the app configured, it can notify trusted contacts and share the linked phone's location.

CHANNELS UNDER DEVELOPMENT

E-commerce	Retail	Corporate sales	Distribution

Mexican launch in preparation. App notifications and location sharing require prior setup, Bluetooth, connectivity and active permissions. Does not replace emergency services.

flamaid.mx

STRATEGIC EXPANSION

Building our next portfolio.

We are seeking manufacturers and technology partners across three complementary business areas.

01 MardeVal Tech Partner

Smart logistics and supply chain technology

RFID · IoT · Digital twins · Asset tracking · WMS/TMS · Automation

02 Industrial Solutions

Specialized equipment and productive operations

Material handling · Construction technology · Reusable packaging · Industrial machinery

03 Personal Safety & Mobility

Technologies supporting safety and independent living

Personal safety · Assistive technology · Mobility · Accessibility · AgeTech

PARTNERSHIP MODELS

Authorized distribution • Commercial representation • Market entry • Technology reseller agreements • Product sourcing • Project-based commercialization

Our leadership combines international experience in supply chain, logistics, industrial operations, spare parts management and project management.

Let’s develop the Mexican market together.

Gabriela Valencia | Managing Director

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