

## QMAX IMPLEMENTS NEW DRILLING FLUIDS LAB AT VERACRUZ

In November 2011 the Qmax Veracruz business unit inaugurated a new drilling fluids lab in the suburban area Veracruz-Boca del Rio, where this business unit is settled.

In September 2011 the idea took place from the Wolf pack technical group strategic plan, to count with a R&d lab as a marketing tool. In this way, with the Q'max Veracruz business unit personnel and with the support of Eng. Humberto Sosa Mar business unit manager, the new lab planning and design began.

Having found the right construction site, equipment acquisition began and in November 2011 the space habilitation was concluded. A competitive advantage is the closeness of the central offices of our client PEMEX. This new R&d lab provides immediate and concrete responses and plannings in the daily operation in addition it allows to plan fore-coming operations.

With the development of an innovation infrastructure and atmosphere, we can offer quality jobs and favor ideas interchange that allows us to maximize technology commercialization and provide to our clients:

- 1.- the application of skills, knowledge and innovation experiences
- 2.- the development and execution of new technologies (due support and broadcast).
- 3.- solve technical problems in real time
- 4.- preventive and corrective measures at clients service for drilling times optimization and well work-over.
5. - a space where the same client can participate through observation and equipment utilization.

We know that being a company with a major share of the national market, makes our commitment even bigger; it's a matter of professionalism based on cost reduction through answer implementation that arise during the process

There's still much to do, the progress has been significant, however, and work continues.