



Betex Pack is a Spanish company founded in 1992 as a packaging distributor and consulting company for the food industry. It is a niche business with a strong family pedigree; chairman, Adalberto Rebossio, joined the business when he was just 18, working with a family member who owned a factory in Germany.

The company's mission remains the same after almost 25 years: to offer a complete range of innovative products and customised solutions to the food industry. After selling the factory the business model altered as Adalberto used the internet to develop a global network of direct clients and dealers who work with us as their specialist food packaging supplier to give clients bespoke products and services. Betex Pack's added value is their expert consultancy in marketing, product development and support.

Adalberto says, "Most of our competitors are like supermarkets who sell everything or they sell through brochures. We offer our solutions through our expertise. With our small team in Spain we can sell to more than 30 countries. Betex Pack is internationally respected."



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CHALLENGE

The food packaging industry is increasingly driven by developments in the food processing industry which in turn is driven by retailers. As Betex Pack's model changed to meet new commercial demands, the business needed more support from its accountancy partner.

"I needed to find a firm with an understanding of our industry and its particular pressures. For six years I had been having problems with taxation issues as well as how to organise the finances behind my new business model," says Adalberto.

The Betex Pack team worked briefly with another international team before being recommended to UHY Fay & Co, Spain. "I was desperate for a different approach. The previous company was too small and overloaded. I had to make a fast decision in the year ending 2013 and when I met Joseph Fay, I knew I could work with him."

SOLUTION

UHY Fay & Co, Spain now supports Betex Pack with all their accountancy and social security issues. They also provide annual advice about customs issues and internationalisation. "I import a lot from the US and I get excellent support from UHY Fay & Co about how to handle this," says Adalberto.

As well as accounting and customs advice, the team at UHY Fay & Co has supported Adalberto in many areas, including business solutions expertise provided by UHY Fay & Co advisor Myriam Arrillaga. "Myriam has given me excellent day to day advice and I know I can depend on the firm for further expertise."

Adalberto has an innovative and entrepreneurial spirit and he looks for that same energy in everyone he works with. "I am hoping to build this with the team at UHY, Fay & Co, over a long period of time," he says.

RESULT

Betex Pack's need for international advice will keep increasing because it is the company's primary route to growth, and Adalberto anticipates using UHY's global network more and more. "Today I concentrate mostly on European markets but I would love to do business in South Asia and other countries in that region and I am determined to have one supplier for all my accountancy support.

"I will always need advice about how my business is developing and how to stay on top of all my financials and tax compliance requirements. I will keep looking to UHY Fay & Co for advice about how to stay ahead in my industry."

And staying ahead is something that Betex Pack is determined to do.

UHY IN THE FOOD SECTOR

Our member firms work with businesses from every aspect of the food industry, from product development to equipment and packaging to distribution. UHY specialists understand the challenges of the demand for innovation and consumer habits. We can help minimise the compliance and administrative burdens clients face so they can focus on their core business strengths.