

Haynes Boone Advises Nexgen Packaging in Strategic Investments in Mexico and Guatemala

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PRACTICES International Arbitration, Latin America Caribbean, Employment Litigation, Mexico, U.S. Inbound Investment, Corporate, Mexico Energy Reform, Finance, Project Finance and Development, Nearshoring, International, Labor and Employment, Real Estate, Tax

A Haynes Boone deal team led by Partner [Larry Pascal](#) advised Nexgen Packaging, LLC in two strategic investments in Latin America that will help the company meet increasing demand from retailers and manufacturers.

Nexgen is a global provider of apparel brand ID and packaging products, serving the creative, product development, and production needs of apparel and footwear manufacturers and retailers and their global manufacturing partners. The company, which has 17 production facilities worldwide, announced strategic investments in its production capabilities in Latin America earlier this year.

The Haynes Boone team advised Nexgen on Mexican and international legal issues in the transactions. In addition to Pascal, co-chair of the firm's International Practice Group, the team included Foreign Counsel [César Ramirez](#), Partner [Edgar Klee](#), Associates **Sergio Guerrero** and **Hugo Rivera**, and Counsel [Alejandro Gonzalez](#).

Handler Thayer, LLP (Chicago) also advised Nexgen Packaging on the transactions.

Nexgen's Strategic Investments

In December 2021, Nexgen acquired the majority of assets of Imprimelo S.A. based in Guatemala City, Guatemala, allowing the company to expand its print and RFID capabilities for customers with manufacturing facilities in Central America. In January 2022, the company opened its new production facility in Querétaro, Mexico, providing retail manufacturers in Mexico, Central America, and the U.S. with a full portfolio of packaging solutions. The Nexgen team in Querétaro has significant experience with printed tags/labels, RFID offerings, and sustainable solutions for the retail industry.

“Our customers in the U.S. and Europe are aggressively pursuing nearshoring and onshoring manufacturing strategies in response to the supply chain challenges the retail industry is experiencing,” Jim Welch, Nexgen CEO, said in a statement. “Nexgen has always pursued the strategy of investing in production facilities close to our customers' points of manufacturing and these investments in Mexico and Guatemala reflect our commitment to meeting our customers' supply chain needs. We are proud of our teams in Latin America and excited about the opportunities this will create for Nexgen and our customers.”

Haynes Boone has one of the largest Latin American/Caribbean practices among the *AmLaw 100* firms, with approximately 70 lawyers serving clients from the Dallas, Houston, Mexico City, New York, London, Washington, D.C., and Austin offices. These lawyers are native speakers or fluent in English, Spanish, Portuguese, Italian and French and are comfortable working with civil

law and international law concepts. The firm is experienced in virtually all Latin American and Caribbean markets. Our lawyers have helped clients navigate and complete some of the most ambitious and challenging projects involving transportation, real estate, infrastructure, and energy. In Mexico, the firm has recently been active advising multinationals in the manufacturing sector.

Haynes Boone is an international corporate law firm with 18 offices in Texas, New York, California, Charlotte, Chicago, Denver, Washington, D.C., London, Mexico City, and Shanghai, providing a full spectrum of legal services in energy, technology, financial services and private equity. With 600 lawyers, Haynes Boone is ranked among the largest U.S.-based firms by *The National Law Journal*, *The American Lawyer* and *The Lawyer*. It was recognized in the BTI Consulting Group's 2022 "A-Team" report, which identifies the law firms that in-house counsel commend for providing superior client service.