

La Rosa del Monte is more than meets the eye

BY JONATHAN MAY

Most people know La Rosa del Monte Express Inc. Most

people know La Rosa del Monte is a giant when it comes to residential moves. Yet what most people don't know is that the company

has an equally capable commercial division which deals with moving businesses and their equipment locally or globally. "For many years people knew our company moved people. Now we are looking to show them that we can bring that same expertise to the commercial market," said Maritza Torres, director of the company's commercial department.

More specifically, when it comes to commercial moves La Rosa del Monte focuses on pre-planning, attention to detail, and coordination. "We relocate many local offices into new facilities throughout the island as well as moving businesses and their equipment into, or out of, Puerto Rico," Torres said. "Our services include crating, packing, dismantling and assembling and warehousing," she added.

La Rosa del Monte has also recently purchased new rigging and other machinery. "In 2004 we purchased new rigging equipment so that we could ship larger items for major companies and manufacturers," Torres said. "We have also invested more than half a million dollars in new flatbeds, forklifts, air compressors, fingers and personnel." La Rosa del Monte has also invested in a new computer system that will allow it to keep better track of and locate shipments faster and more conveniently, according to Torres.

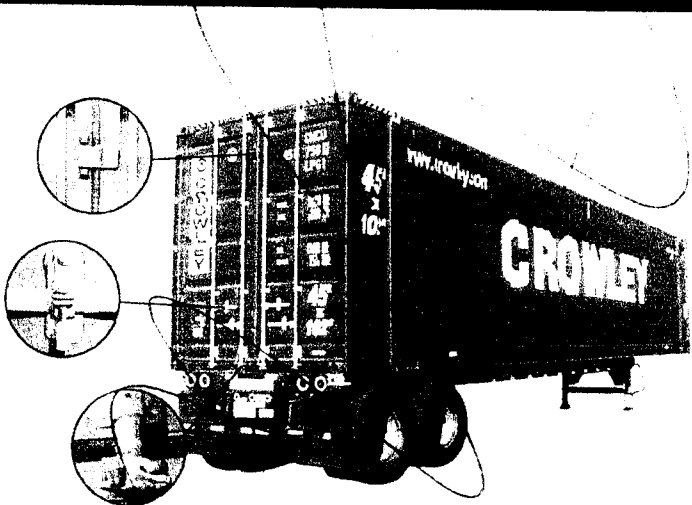
The company made the large investments to keep up with the market. "As unfortunate as it is, many manufacturing and pharmaceutical companies are moving off the island. In addition, the employees of the companies are having to relocate as well and in order to be able to handle this business we had to make some investments," she said. Torres added many local companies have been upgrading their facilities, which means they are in need of moving services as well.

As important as the machinery and equipment investments were, Torres said the company's most



La Rosa del Monte Express commercial department team from left: Eliezer Pagán, account executive; Maritza Torres, director of the commercial department; Nestaly Rodríguez, logistics director, and Fernando Marín, account executive.

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