

BIG CARIBBEAN BUSINESS PROFILES

PHARMACEUTICAL & HEALTHCARE INDUSTRIES



Twin's Landscaping Offers a Double Dose of Quality and Commitment

BY GABRIEL PARRA BLESSING

Famous for such sayings as “it’s déjà vu all over again” and “you should always go to other people’s funerals; otherwise, they won’t come to yours,” Yogi Berra also might have said that the greatest duos of all time always have come in pairs. Such is the case with Twin’s Landscaping Corp. founding twins, Jorge Luis and Jorge Iván Rodríguez, who began cutting lawns in 1994 as a way of generating cash to fund their expeditions to the movies and pay for the sort of things two 18 year-old teenagers on the prowl for some excitement may want. What they didn’t bargain for is the excitement of seeing their nascent landscaping operation grow from a \$40 a day affair to one that today is generating sales of over \$3.5 million yearly, alongside \$10 million worth of ongoing contracts. If for Yogi Berra “Baseball is 90% mental and the other half is physical,” one can well imagine that Twin’s founders have never given below 140% themselves to achieve this level of success.

What once was a lawn-mowing company is characterized today by its creation and design of garden landscapes as well as green-area



Twin's Landscaping Corp. Jorge Iván and Jorge Luis Rodríguez

maintenance for commercial and industrial clients that include the various municipalities and communities throughout the island that have been principally responsible for the company’s rapid growth. Twin’s can design and build both indoor and outdoor gardens and plant a wide variety of grasses in blocks and seeds as well as the trees, plants, and palms to go along with them. Tree maintenance and terrain preparation are among the services the company offers its

clients, alongside the installation of both manual and computerized irrigation systems, garden lighting, flagstones, and decorative fountains.

“Our totally verifiable experience positions us within the industry as the natural choice for the market’s diverse landscaping needs,” said Twin’s president Jorge Luis Rodríguez. “The quality of our services and the professional responsibility with which our company tends to our clients generate the necessary confidence they need to delegate their landscaping necessities to us.”

Rodríguez emphasized that his company could have never made such great strides in such a short amount of time were it not for the dedication of its 120 employees and their devotion to achieving the greatest possible level of quality in both service and results.

“Our commitment to maintain a level of quality that is verifiable at all times is commensurate with our pledge to adhere to the same zero-defect standard required of the pharmaceutical industry in its production,” Rodríguez continued. “That is why we offer our services to this industry with a great sense of pride, one that is based on the high quality of our services which all our clients can attest to.” ■

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MENTOR

Mentor's Secret Is Its People

BY CRISTINA RIVERA

According to Luis David Soto, president of Mentor Technical Group, what sets his company apart from other outsourcing-services firm is its people. “People ask me how it is possible that our firm has grown so much in only five years, and I tell them it is mainly due to the contributions of the work staff. The synergy our staff creates with our clients helps us grow.”

The partners at Mentor, which provides outsourcing services to several industries—pharmaceuticals, biotechnology, hotels, and soft-drinks, along with utilities providers (such as water and electricity), among others—have always tried to keep the needs of the company aligned with the needs of the individuals they take on.

“Some of the characteristics we look for when adding an individual to our workforce is how



Standing from left: Pablo Saldaña, Julián Rodríguez, Luis David Soto, Félix Bernard, Edgardo J. Fábregas, Eduardo Amaral. Seated from left: Olga Fontáñez, Diana Ortiz

flexible or adaptable to change he is, what sort of experience he has in different areas, where he sees himself in the future within the company or the industries he serves, whether he is innovative, and how knowledgeable [he is] in his area of expertise...we want to make sure they will represent the Mentor name well, adding to our good reputation,” explained Soto. “Our people integrate different disciplines in their work and they have a wide range of expertise in several disciplines.”

Soto added that the firm takes good care of its people, which keeps them enthusiastic and with a positive attitude. He feels that if the company’s people feel that way, it will be transferred to its clients, keeping them happy as well. So far, this philosophy has obviously worked for the company. This year it was awarded the No. 1 place for service in Puerto Rico and the No. 2 for the U.S., East Region, by the Minority Development Council. ■