

# No.1 in paint, fabric and leather protection

A range of new products with a focus on environmentally-friendly solutions to look forward to

We're a family-owned business and we're very proud of what we stand for. It's more than just selling a product, it's about providing treatments for our customers' vehicles which enhance their lifestyle by making them easier to clean and visually maintaining or improving their appearance.

From humble beginnings in 1988, we've grown to become the leader in our field, with 16 OEM partners, over 3,000 franchised dealer customers and supplying to over 50% of the AM Top 100. More than 3 million vehicles have been treated with Supagard and our extensive national team of account managers provide a range of comprehensive training programmes tailored to individual businesses. These not only cover product information and benefits, but also a proven sales process to ensure success and penetration rates in excess of 40% are not unusual among Supagard customers.

We're committed to a research and development programme which ensures that we offer only market-leading technology that is proven to make a demonstrable difference. This is recognised by our many industry accreditations, including ISO 9001, NQA, PRA, VBRA Approved and IMI Approved Centre, along with our AM Reader Recommended Awards in 2012, 2013 and 2014 and our AM Dealer Recommended Awards in 2015 and 2016.

Our business continues to expand both in the UK and internationally and we consider eco-friendly and sustainable practices essential to being responsible members and supporters of our global community. We believe businesses have an accountability to the future – a special role and a special responsibility in confronting the challenges of



**JEAN QUINN**  
Managing director

climate change and environmental sustainability. To this end, all of our boxes are made from recycled material and we use delivery trucks with low-emission Euro 6 engines.

As the UK's leading provider of paint and interior protection products, we continually strive to offer innovative product and marketing offers to our dealer and manufacturer partners.

We know that your chosen paint sealant provider is just a part of your wider business, but we aim to be with you all the way and I can say with confidence that you are in safe hands with our team.



**ALAN GRAHAM**  
Head of international sales

## International expansion

The last 12 months have seen a massive influx in global interest in the Supagard brand and product range, to such a degree that the business has now created a new head of international sales position. This has been filled by Alan Graham, who first joined the business in 2000 and more recently again in January 2014, having spent 2.5 years prior to that in a similar role with another coatings company.

Graham is based at the company HQ but spends much time travelling and managing the company's international team across multiple continents. Appointments have already been made in some key markets for the business with major supply contracts following on.

Graham said: "The Supagard brand is absolutely viewed as market leading in the UK in all ways. However, it's fantastic to learn that we have a much wider global fan base than we ever realised. Whilst not yet as established, the brand is still recognised in many markets globally and translates well. The British heritage and manufacturing facilities are very highly regarded and it's something we're really proud of. The



efficacy of our product range is such that climatic extremes present no challenge, meaning that we do not need to compromise on our model or guarantee offering in any market as a result."

2016 will see the business consolidating with existing global partners and embedding new staff in to the culture of the company, but there is a massive appetite to further develop internationally and progressive discussions continue with a number of other potential opportunities, although a number of open points do still exist.

With regional facilities being created across the world, Supagard's Glasgow HQ has already transformed to become a global hub for the business, with record growth forecast for next year.



**JAMES SMYTH**  
General manager

## New environmentally-friendly products

After another exceptional year of growth for the UK's market leader, Supagard's general manager, James Smyth, announced that 2016 will see some radical changes that the rest of the market will have to follow.

"Health and safety is paramount," he said, "and with the introduction of our 'new green range', we want our clients to be aware that all our new products will target everything from the professional application to the customer take-home kit – there will be no compromise!"

As Supagard build their brand internationally, they want products that are safe to deliver to any country in the world and further increase their customers' experience of quality. Twelve new formulas have been introduced into Supagard's customer aftercare range and these environmentally-friendly solutions will offer much better value for money as well as some 'wow



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Jean Quinn, Managing Director

factors' on the results after application.

James continued: "Our unsung heroes, the detailers who professionally apply the products, will also be in for a surprise. With so much emphasis on green products, we want to share this technology with the valeting bays too. 2016 will see the introduction of an alternative upgraded fluorocarbon fabric protection system. This fast-drying formula allows valet bays to be freed up much sooner and allows customer handovers to be quicker."

Supagard are also working to convert their boxes to have Chain of Custody Certification in conjunction with the Forest Stewardship Council (FSC). This means that all the paper comes from a sustainable source and, for every tree that is used, another three are planted.

So it's not just new products to look forward to in 2016, but a refreshing new outlook in this market sector – maybe it's time to ask your existing supplier what they are doing to help the environment?

