



## AM readers recommend their top suppliers

The greatest form of marketing is via word-of-mouth referrals, and recommendations are priceless.

A business may have excellent products, but referrals and recommendations are ultimately given as a result of outstanding customer service.

AM's annual 'Dealer Recommended' programme allows our readers to have their say about the companies they believe offer the best service.

We have gathered opinions via a research programme conducted among AM's audience.

The automotive business sectors highlighted this year are finance, GAP insurance, paint protection, service plans, warranty and auctions & remarketing.

The paint protection sector saw Supagard recommended by AM readers.

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**AM DEALER RECOMMENDED** >>>>

# Supagard has a strong history of success

But the market leader in paint protection is always looking forward

In recent years, dealer margins have been squeezed by a range of factors that all contribute to reducing your bottom line, again and again.

Although the rise of the internet has given manufacturers and dealers the opportunity to advertise to a much wider audience, it is a double-edged sword, as it has also allowed consumers to make a much more informed decision about the purchase of their next car and how much they can expect to pay for it. Therefore, it is vitally important to find an effective and long-lasting additional profit stream. Supagard paint and interior protection could be the solution for your business.

Founded in 1988 by Brian Quinn and John Orrick, Supagard has grown from humble origins to become the UK market leader in automotive paint and interior protection products. Now based in a state-of-the-art premises in Glasgow, its reputation has been built, in part, through continuous focus on ensuring its products are the best in an ever changing market.

A major factor in Supagard's DNA is the strong family heritage and the pride that the staff take in working for the company. David Paterson, marketing director, said: "We are immensely proud of where we have come from and looking back over the years from our foundation to where we are now, we owe our success to the fact that we never stand still or rest on our laurels.

"All of Supagard's products are developed over a considerable period of time before we will release them to the market, because we want to be sure that they are not just the equal of our competitors' products, but are the best available for their purpose. This has been a major contributing factor to our popularity in the trade, particularly among vehicle manufacturers, who have applied their own stringent quality assurance measures before endorsing Supagard as their products of choice."

The recent release of Supagard XTRA is a case in point. This polysilazane paint sealant (also known as glass or



**"All of Supagard's products are not just the equal of our competitors' products, but are the best available for their purpose"**

David Paterson, Supagard

ceramic coating) has been several years in development to ensure that it will withstand the most severe conditions and has been greeted with the same enthusiasm customers have for Supagard's tried and tested polymer sealant. Paterson said: "With penetration rates in excess of 40% not unusual among Supagard customers, we are confident that the ease of application and superb finish of our paint sealant ranges will continue to ensure there is no better alternative on the market."

Supagard's research and development team are led by technical and purchasing director James Smyth, who said: "We invest a great deal of time and money in our formulas and are continually making tweaks and revisions to ensure that the company stays at the cutting edge of chemical technology and

continues to develop new and innovative products which can offer major savings in time and ease of application.

"Prime examples are our Quick Drying Fabric Protector and our Leather Preserver. Both products are unique to Supagard, market-leading and give advantages that no other supplier can offer."

Supagard Quick Drying Fabric Protector saves a massive amount of time and cost when preparing a vehicle for sale, as it is touch-dry in 90 seconds and the vehicle can be driven away in five minutes. Unlike conventional products, which can take an hour or two to dry off, this fast-drying fluorocarbon formula allows valet bays to be freed up much sooner and customer handovers to be quicker.

Supagard Leather Preserver is a breakthrough leather protection system, which offers three years of guaranteed protection for new and used cars with leather upholstery – a UK first. It is the first product on the market that will protect a vehicle's leather upholstery from staining caused by dye from jeans and clothing, food oils and everyday liquids, while still allowing the leather to breathe and keep its natural finish and flexibility. The leather is guaranteed against staining for three years and the customer has no responsibility for ongoing maintenance.

One grateful customer was recently saved from an expensive repair or replacement bill when he had his child in the car. The young lad had amused himself by drawing a smiling face on the back of the headrest with a permanent marker, but thanks to Supagard Leather Preserver, the artwork was able to be removed and the headrest looks as good as new.

The last year has also seen the launch of a new range of Supagard customer aftercare products in unique 300ml and 500ml trigger-spray packs, all containing new formulas that give outstanding results. These are readily available as single items or multiple product kits and offer dealers and manufacturers another



The Supagard stand at the Automotive Management Live exhibition



Before and after – the benefits of Supagard Leather Preserver

opportunity to generate additional revenue through over-the-counter or online sales.

In addition to their innovative products, Supagard also provides 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. Valeters and paintwork specialists

are also given specialist training to professionally apply the products and are awarded a Certificate of Competence that can be displayed in your showroom.

However, there is more to Supagard than a forward-looking company with a strong heritage and a great

pedigree. In a celebration of history and technical innovation, they sponsor the Historic Grand Prix Cars Association, supplying products and advice to keep these amazing pieces of motor sport history from the 1920s to the 1960s in prime condition, so both their drivers and fans can keep on enjoying them for many years to come – something your own customers will be able to do when their car has been treated with Supagard.

The times may have changed, but 29 years after its first venture into the marketplace, Supagard is still the most respected UK company in automotive paint and interior protection.

Isn't it time your business benefited from Supagard's expertise?

**Supagard**  
PAINT AND FABRIC  
PROTECTION



**Supagard**<sup>®</sup>  
PAINT AND FABRIC  
PROTECTION

**We're the UK's No.1**  
But don't just take  
our word for it...



“ Supagard's product range and support are second to none - Paint, Fabric & Leather protection is now a successful addition to the business and our customers love the benefits of the products. ”

**Russell Borrie, Group Franchise Director,  
Arnold Clark Automobiles Limited**



**Supagard Limited**

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