

# Consumer needs met amid global challenges

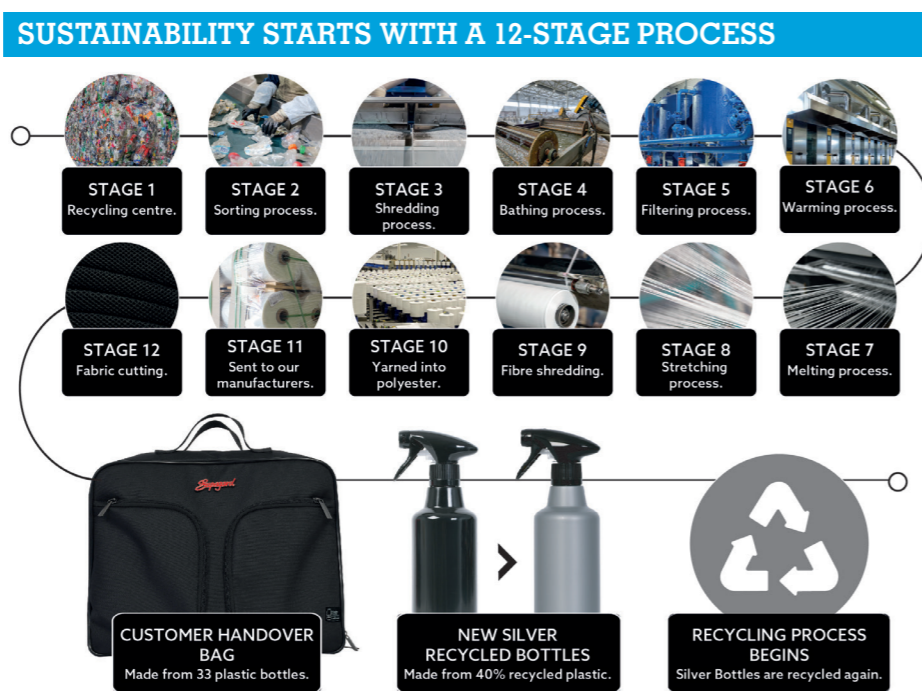
As we prepare for the festive season and bid farewell to 2023, it's worthwhile to reflect upon a turbulent year. Amid global unrest, inflation and soaring interest rates, consumers are grappling with the impacts on their daily lives – particularly with utilities, food costs and fuel expenses taking centre stage.

This challenging landscape has prompted a shift in how individuals allocate their disposable income.

Notably, Supagard has keenly observed the evolving consumer landscape. In the face of dealerships needing to maximise profits with fewer units sold, there's a new emphasis on providing customers with products that enhance their lives.

Supagard Managing Director David Paterson emphasises that the company's paint and interior protection offerings are designed to prolong the appearance of a customer's vehicle.

This transformative system proves to be a valuable asset, especially for those who choose to hold onto their cars for an extended period.



David Paterson,  
Managing Director



James Smyth,  
Technical &  
Purchasing  
Director

## Supagard's sustainability milestones

The year 2023 marked Supagard's 35th anniversary with the introduction of its sustainability journey, extending an invitation to both existing and new customers to join the company in its commitment to a more environmentally-friendly world.

A collective decision at Supagard led to the transformation of its entire bottle range from black to silver. This intentional shift to silver, a colour easily recyclable, was complemented by an additional improvement – the bottles are now manufactured from 40% recycled plastics.

James Smyth, Technical & Purchasing Director, was also delighted to introduce a new customer handover bag, using thread made from recycled plastic bottles, all without reducing the overall quality of the product.

The company has calculated this will have the impact of using more than 10 million recycled bottles over the next five years.

The company is on track to achieve its goal of just less than two million recycled plastic bottles per year in 2023. While acknowledging that this constitutes a relatively small contribution in the broader context, Paterson emphasises the company's pride in being a part of the collective effort among companies striving to make a meaningful difference.

In addition, Supagard has planted 1,115 trees within sustainable forests, bringing the total to more than 3,000 since the project began in 2021.

When reflecting on the sustainability journey so far, Craig Hepworth, UK National Sales Manager, fondly recalls the supportive and receptive stance of Supagard's partners.

He says: "The sustainability journey has been very well received by our dealer and manufacturer partners, who are conscious of their environmental impact. The innovation by Supagard has enabled them to meet some of their own sustainability goals. This new approach has reinforced our relationships with our dealer partners and, as a result, has also enabled us to conquest new business."

## Innovation for 2024

As previously stated, the company's handover kits are now made from recycled plastic bottles that were originally destined for landfill.

Smyth observes that the 2023 launch has surpassed all expectations regarding customer engagement and support for the sustainable concept.

This then prompts the question: How does Supagard maintain its position at the forefront of innovation and sustainability? Smyth says: "In 2024, our focus will shift towards a new direction, scrutinising the chemical compositions of our products to explore avenues for enhancing their environmental friendliness."

The company prides itself on using the best quality chemicals in its products, always ensuring they are fully compliant with UK REACH rules.

Supagard is poised to introduce a new product to the industry, anticipated to become an indispensable item for all consumers. Smyth recently revealed that, after three years of extensive research, this chemical innovation is ready to be welcomed by all. Smyth envisions that its introduction will redefine consumer purchasing preferences in 2024 and contribute significantly to profit generation within the dealer network.

## Welcoming new connections

The founder of Supagard, Brian Quinn, has consistently emphasised a simple message: to cultivate friendships within the industry. Quinn believes that these



connections, built on trust, openness, and transparency, will result in lifelong friendships and customers.

Paterson further articulates: "We aspire to echo Brian's sentiments, and, with several partner relationships spanning more than three decades, it is evident that his message resonates."

"As a business, we extend a warm welcome to both long-standing and new acquaintances to join Supagard on our journey towards continued innovation and sustainability in 2024."

Supagard invites you to connect with the company, where innovation meets purpose, and every interaction is an opportunity to make a positive impact.

