Putting your money where your mouth is!

How many times have you watched something on the television and thought we need to do something about that?

This was the thought of Supagard's Technical Director of 27 years James Smyth when watching the 2021 Glasgow COP26 conference with his family.

Smyth decided to look at radically changing the way Supagard makes its customer handover kits.

After witnessing a documentary about the number of plastic bottles that are present in our oceans and the fact that it takes 450 years for one of those bottles to decompose, it was time to act and begin to change the course of history.

Working closely with Supagard MD David Paterson, both Smyth and Paterson took the leap of faith in finding a solution which they would encourage the entire industry to follow.

This challenge started with the simple things. As Smyth recalls: "Our bottles are made from plastic, in fact we use black plastic bottles which tie nicely to our brand which has always been black with red Supagard logo on top".

So, they performed research and discovered that black plastic is a bad colour as this is very hard to recycle so ends up in landfill.

David Paterson, Managing Director

James Smyth, Technical Director

Supagard sticking to its pillars of belief

With Supagard celebrating its 35th birthday next January, the duo decided to change the entire bottle range from black to silver.

Silver was chosen because it is easily recycled and the bottles were enhanced further being manufactured from 40% recycled plastics.

Imagine in this day in age a company changing its entire brand image to put the environment first.

Paterson expressed to all the board members the importance of Supagard sticking to its pillars of belief to do the right thing and produce products that are going to make a positive difference for future generations.

Supagard®

Our bottles go through a 12-stage recycling process. Shredding (left) and threading (right) are just a couple of them

10 million recycled bottles over the next five years

Their next challenge added to the list was the customer handover bag. This came in many guises over the past 20 years and, with more than five million produced, it was important that the company looked at this as another important change.

From the quality polyester materials used Supagard went back to the drawing board and called meetings to find a material that was entirely made from recycled fabric. Imagine the delight when they discovered that they could manufacture an entire handover bag using thread made from recycled plastic bottles and they had calculated this would have an impact of using more than 10 million recycled bottles over the next five years.

Supagard presented its new findings to all OEM and dealer group partners and discovered that they, too, wanted to join in on the ethical journey to a more sustainable planet.

Smyth recalls how supportive and accepting partners were to change the handover kits to match Supagard's thinking to allow all customers to experience how the thought-provoking COP26 in Glasgow could made a difference.

Are all these products just the same?

How much does it cost and are all these products not just the same? These are common questions Smyth and UK Sales Manager Craig Hepworth encounter when visiting potential clients.

The simple answer to the questions would be "yes, on the outside, but if you ask a car manufacturer is your car not just the same as another brand, they would quite rightly give you hundred reasons why it is different".

Supagard was the first company in the UK to introduce paint and fabric protection systems back in 1988.

Product names like, "Polymer sealant" and "Polysilazane" were unheard of and has taken the past 35 years for those products to be widely accepted as well-known processes to protect the inside and outside of your car.

Smyth states: "When potential clients ask us are your products just the same as the rest, we can confidently reply 'no' to this generic question.

"Instead, our clients are not just buying into a brand they are buying into a company that has spent 35 years ensuring that all their products produced are the best."

Smyth adds: "Price can play a part, but when it comes to our beliefs, the customer is the most important. This echoes all the way throughout Supagard and on customer service, we can proudly hold our hands up as 'guilty of going that extra mile'."

Come and join us on the journey?

When Brian Quinn the founder of Supagard opened the doors of business he always had a simple message and that was to go and make friends in the industry, those friends will trust your judgement and if you can be open and transparent you will have lifelong friends and customers.

Paterson adds: "We hope we can echo Brian's words and, with some of our partner relationships spanning more than 30 years, it is evident that his message rings true. As a business we would welcome friends old and new to come on the Supagard sustainable journey for 2023."

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