

Supagard[®]



SUPAGARD 2023 SUSTAINABLE AFTERCARE KIT LAUNCH

FROM THE UK MARKET LEADERS

35th
ANNIVERSARY
ESTABLISHED 1988

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David Paterson

Managing Director
Supagard Ltd

WELCOME TO SUPAGARD

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

As a family owned business, we are very proud of what we stand for. We are also very proud of our 35 year history and our exciting future. Many of our team members have been with the company for over 20 years, this provides invaluable experience which enables Supagard to deliver excellent customer service and a personal touch to our customers. It is 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 maintain.

Our product developments continue to keep us at the forefront of our industry. We're committed to a research & development programme, which ensures that we only offer market leading technology that is proven to make a demonstrable difference. The need to consider our environmental impact has played a major part in our product development in recent years, this has resulted in a significant reduction in unnecessary packaging to reduce waste.

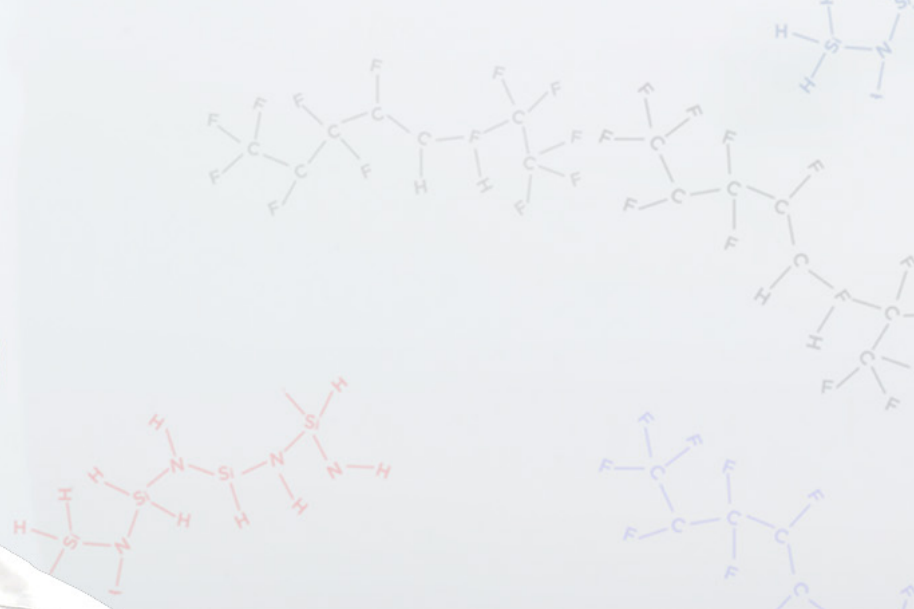
We know that your chosen partner for paint and interior protection is just a part of your wider business. However, we aim to be with you every step of the way and I can say with confidence that you are in safe hands with our team.

A handwritten signature in black ink that reads "D. Paterson". The signature is fluid and cursive, with a large, stylized 'P'.

David Paterson

Managing Director
Supagard Ltd





Technical And Purchasing Director
Supagard Ltd

TECHNICAL INTRODUCTION

Supagard was the first company in the UK to introduce Paint and Fabric protection for cars. Over the last three decades we have created industry leading technology to ensure that all our customers benefit from the state of the art chemistry.

There are many forms of paint protection technologies, here at Supagard we focus on three variants. Polymer, Polysiloxanes and Polysilazane are the molecular structures that allow our customers to choose the best protection suitable for their vehicles. Each Technology has different features so whether it is a smooth glossy finish, a chemical resistance, a hardness 9h finish or something that can be applied to plastic and matt finish, Supagard caters for everything.

When it comes to Fabric protection, this category is divided again into numerous substrates. These would range from a standard polyester fabric seat right through to Leather, Leatherette, Alcantara and numerous nylon materials. We are proud to have introduced a fast drying C6 Fluorocarbon that's has changed the industry with a 90 second touch dry solution. Our emulsified Leather protector has ground breaking additives to keep the leather soft and subtle.

2023 will see the introduction of our new sustainability pledge which has saw the launch of our new 40% recycled plastic bottles as well as all our customer handover kits which will be fully manufactured from recycled materials.

A handwritten signature in black ink, appearing to read 'J Smyth', written in a cursive style.

James Smyth

Technical And Purchasing Director
Supagard Ltd



SUSTAINABILITY JOURNEY

2022 is the year that will see the introduction of our new sustainability pledge, which will see the launch of our new UK made 40% recycled plastic bottles.

In addition, our customer handover bag will be totally manufactured from recycled plastic bottles. Supagard aim to convert 10 million recycled bottles per annum!

MADE FROM
40%
RECYCLED
BOTTLES



MADE FROM
RECYCLED
BOTTLES



Plastic Bottles can take 450 years to decompose in landfill. 450 years equates to 14 generations before the plastic decomposes.

At Supagard we want to support future generations. We are on the journey to converting all of our customer handover kits to be made from recycled plastic bottles.



SUSTAINABILITY JOURNEY

All of our Supagard branded customer handover bags will be manufactured from recycled plastic bottles. This will be displayed to the customer on a small tab.

SP100



MADE FROM
5
RECYCLED
PLASTIC BOTTLES

SP300



MADE FROM
20
RECYCLED
PLASTIC BOTTLES

SP500



MADE FROM
33
RECYCLED
PLASTIC BOTTLES

Sustainability starts with a twelve stage process.

STAGE 1.
Recycling centre.



STAGE 3.
Shredding.



STAGE 2.
Sorting of bottles clear and coloured.



STAGE 4.
Through a bathing process which separates colours.



STAGE 5.
Concentrated bathing process which removes all stickers off bottles.





STAGE 11.
Material sent
to our bag
manufacturer.

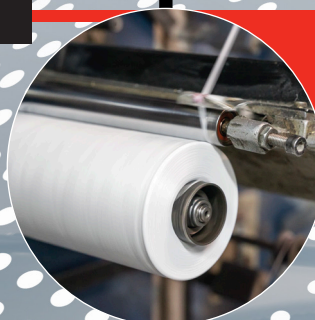


STAGE 12.
Cut the shapes out
of pockets and bag.

STAGE 6.
Placed in warm
ovens to dry out
the plastic in
rotating drums.



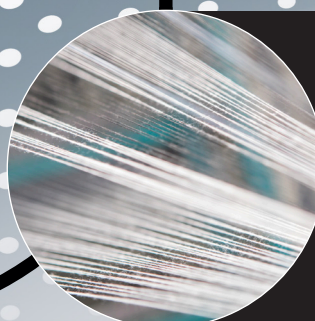
STAGE 10.
Thread is then used to
yarn together and
manufacture the
polyester material.



STAGE 9.
Shred all the fibres
together which
creates thread.



STAGE 7.
Heated process that
melts the plastic into
long strings.



STAGE 8.
The string is now
combined together,
stretched then
heated to bond all
the fibres together.

KIT OVERVIEW

AFTERCARE KITS



SP100

CONTENTS:

500ml pH Neutral Shampoo
500ml Bird & Bug Remover
Sponge
Microfibre Cloth



SP300

CONTENTS:

500ml pH Neutral Shampoo
500ml Bird & Bug Remover
500ml Alloy Wheel Cleaner
500ml Glass Cleaner
500ml Fabric Cleaner
Sponge



SP500

CONTENTS:

500ml pH Neutral Shampoo
500ml Bird & Bug Remover
500ml Alloy Wheel Cleaner
500ml Glass Cleaner
500ml Fabric Cleaner
500ml Tyre & Trim Dressing
500ml Dash & Door Enhancer
Brush and Sponge

FIELD TEAM

The Supagard Field Team have an excellent reputation for delivering first class Dealer training and development through their use of Supagard's co-ordinated approach. The team consists of 14 members who have a combined length of service with Supagard is in excess of 167 years which brings a wealth of experience and credibility.

National Sales Manager - Craig Hepworth

Contact No - 07557684320 or Email - craig.hepworth@supagard.com

Area	Sales Agent	Years Of Service
1 - Scotland	Ronnie Loan	10 Years
2 - Northern Ireland	Jim Hewitt	10 Years
3 - Republic of Ireland		
4 - Northern	Jonny Hayes	9 Years
5 - North West	Pete Beck	25 Years
6 - Midlands	Tony Ruggiero	18 Years
7 - Southern & Eastern	Terry Abbot	31 Years
	Mark Montgomery	20 Years
	Russell Allen	10 Years
	James MacKay	1 Year
8 - Cheshire & North Wales	Dave Daltry	20 Years
9 - South Wales, Gloucestershire, Herefordshire & Worcestershire	Paul Grange	1 Year
10 - South West	Sam Halls	12 Years
	Rob Halls	2 Years



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your car without the stress of maintaining it!](#)