



SUPAGARD PROFESSIONAL PRODUCT PORTFOLIO

FROM THE UK MARKET LEADERS



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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.

David Paterson

Managing 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 supple.

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.

James Smyth

Technical And Purchasing Director Supagard Ltd





Craig Hepworth

National Sales Manager Supagard Ltd

SALES INTRODUCTION

After nearly 38 years involved in the automotive industry, I am delighted to be part of the Supagard Team and to be working with a business that puts the customer first in everything we do.

There are a broad range of paint and interior protection suppliers operating within the UK, all of which supply products that do protect the paintwork and interior fabric of cars; however, Supagard Bionic treatments provide a level of protection that is superior to the competition and the Supagard Lifetime Guarantee is a another differentiating factor.

The Supagard Guarantee offers extensive paint protection and interior protection cover for both fabric or leather, with multiple claims allowed and a claims limit of £5,000.00. There is no requirement for any dealer involvement, the customer simply needs to contact the Supagard Support Team and we will take care of the rest. Secondly, there is no need for the customer to visit your dealership for an annual inspection to validate their guarantee on an ongoing basis. You simply apply the product and the customer is covered by our guarantee without the need for any conservers or top ups to maintain the protection offered by the guarantee, unlike many of our competitors.

Another factor to consider is our customer service, to both you the dealer and your customers, which as a 5 Star Trustpilot business Supagard know we can meet your requirements in every respect.

C. Hepworth.

Craig Hepworth

National Sales Manager Supagard Ltd



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



HISTORY







PAINT SEALANT

The most popular one is our single stage Polymer sealant, this is made up of calcium carbonates, hydrophobic polymers and a unique elastomeric polymer that fuses and bonds to the paintwork. This application is the most favoured throughout the industry.

THE PRODUCT



ELASTROMETRIC POLYMERS FUSE TO SURFACE



HYDROPHOBIC POLYMER

FRONT BACK

THE SCIENCE

INGREDIENTS

Calcium Carbonates

High Active Polymer

Elastomeric Polymers

CALCIUM CARBONATES REMOVE IMPERFECTIONS

- SINGLE STAGE APPLICATION
- APPLICATION BY HAND
- CORE INGREDIENTS
- NO MAINTENANCE
- LIFETIME GUARANTEE

POLYSILAZANE

 2 STAGE APPLICATION

APPLICATION

• HIGH ACTIVE

INGREDIENTS

BY HAND

PAINT SEALANT - OPTION 2

Our second form of protection comes in the form of a Polysilazane coating. This originated from the marine industry and our chemists have reformulated the resin into a coating designed for paintwork and plastics. This form of protection can be used on textured as well as matt paintworks. It will replicate the surface that is chemically attached to leaving it with a gloss or matt finish.

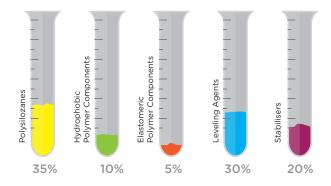
THE PRODUCT



THE SCIENCE

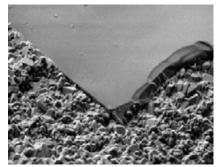


5 Polymers Make Our Polysilazane



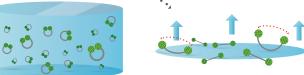
Held in ammonia, the polysilazane is held together.

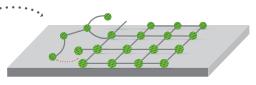
Once applied to the surface, the amino molecules spring open.



They are attracted to other amino molecules and form a tough net. This is polysilazane under a microscope as it forms this impenetrable barrier.







Paintwork Surface

BRIC PROTECTION

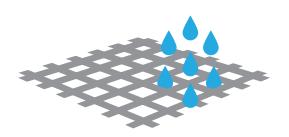
FABRIC PROTECTION

Recognising the need for application efficiency, we have recently launched a quick drying fabric protection system. With conventional fabric protection systems, the drying process can take approximately 3 hours (subject to room temperature). Our new resin based product is touch dry within 90 seconds and completely dry within 5 minutes.

THE PRODUCT

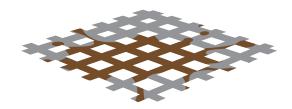


THE SCIENCE



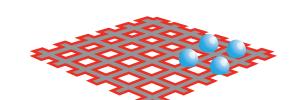
UNPROTECTED FABRIC

Liquid and dirt is free to penetrate the fibres of untreated seats.



STAINED FABRIC

These fibres have been stained by a coffee spill. Often, stains are rubbed while trying to remove them, making them worse and ingrained to the fabric.



PROTECTED FABRIC

Liquids and dirt can't penetrate the fabric once coated with our Fabric Protector. Therefore it may pass between or rest above fibres but won't affect them.

- SINGLE STAGE APPLICATION
- SPRAY ON APPLICATION
- HIGH ACTIVE INGREDIENTS
- NO
 MAINTENANCE
- LIFETIME GUARANTEE

HER PROTECTION

SINGLE STAGE APPLICATION

- APPLICATION **BY HAND**
- HIGH ACTIVE **INGREDIENTS**
- C6 FLOURO CARBON
- LIFETIME **GUARANTEE**

LEATHER PROTECTION

A technically advanced C6 fluorocarbon that puts an invisible coating across all leather and man made materials. This barrier will help prevent any permanent staining as a result of spills or dye transfer or dirt and grime.

THE PRODUCT



THE SCIENCE



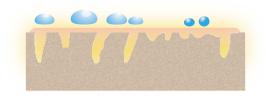
UNPROTECTED LEATHER

Liquid and dirt is free to penetrate the fibres of untreated seats.



STAINED LEATHER

These fibres have been stained by a coffee spill. Often, stains are rubbed while trying to remove them, making them worse and ingrained to the leather.



PROTECTED LEATHER

Liquids and dirt can't penetrate the leather once coated with our Leather Protector. Therefore it may pass between or rest above fibres but won't affect them.

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!



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 be manufactured from recycled plastic bottles. This will be displayed to the customer on a small tab.

MADE FROM SP100 RECYCLED PLASTIC BOTTLES MADE FROM **SP300 RECYCLED PLASTIC BOTTLES** MADE FROM **SP500 RECYCLED PLASTIC BOTTLES**

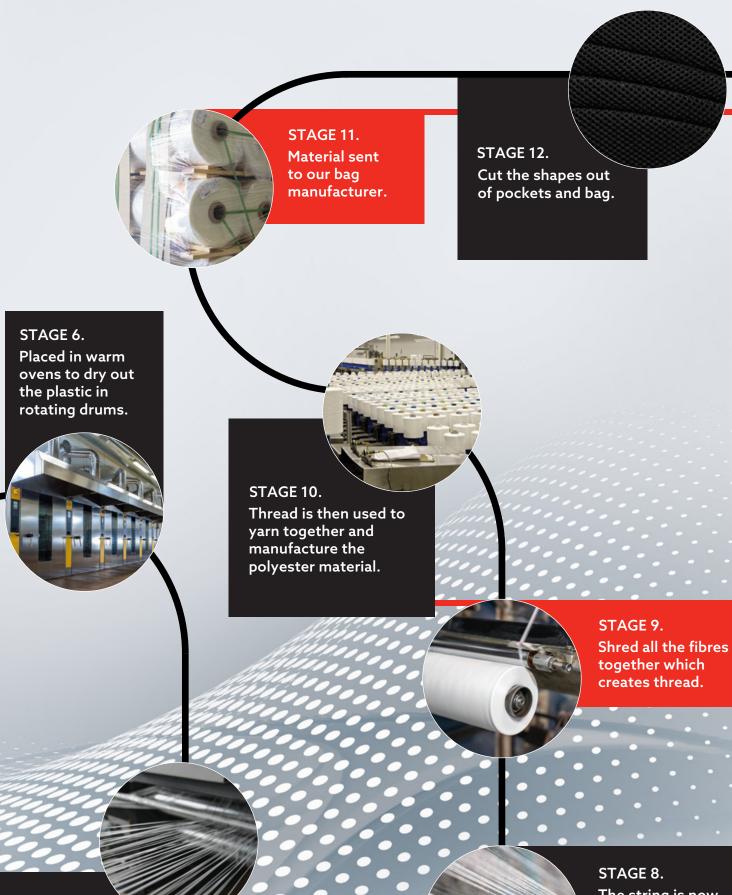
SP500 (Leather)



ADE FROM

RECYCLED
PLASTIC BOTTLES





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

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

MARKETING COLLATERAL

Supagard have been at the forefront of paint protection since 1988, not only for the quality and efficacy of the product, but also for the continuous of premium marketing and point of sale materials.

Supagard's traditional dip cards are still popular with customers and retailers today, along with new boot concepts and the new Bionic branding on brochures and animations. The Supagard branding is designed to reflect a crisp, clean, technical but customer friendly tone.

Personalisation is available on all marketing collateral.





Dipcards Brochure





Bonnet Sticker Dashboard Card

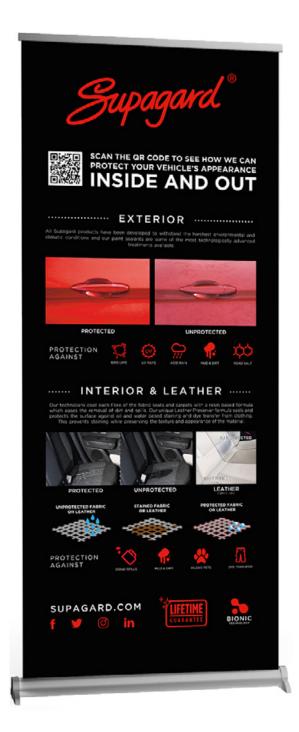


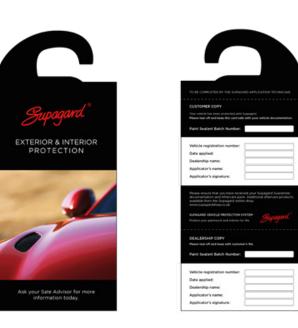




Front Back

Header Board





Front Back

Mirror Hanger



Pull-Up Banner Supagard Customer Video

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In addition to the in-dealer training provided by the Field Team, Supagard have recognised and identified the need to adapt to the needs of our dealer partners both as a result of Covid-19 and the time precious environment that the industry operates in. To meet these requirements, we have developed a Virtual Training Module that is delivered effectively using Microsoft Teams technology which covers both Product Knowledge and Sales Techniques.



RETAILER SUPPORT

- Application Training Videos
- Valet Bay Application Posters
- Virtual Sales Training on product knowledge and sales techniques
- Key Contact Information for Supagard Field Team
- Initial Retailer site visits to be completed in advance of contract launch
- On-site Sales Training
- On-site Application Training
- Virtual Guarantee Registration Process Training for Sales Administration Teams
- Action Planning

SUPAGARD OEM PARTNERS































VOLVO



VALETER KITS

CORE POUCH OR 100 PLUS SPONGE





VALETER KIT (POLYMER)

Keeping your vehicle looking newer for longer.

VALETER KIT CONTENTS:

Bionic Pouch Polymer Sealant 400ml Interior Fabric Protector Aerosol



VALETER KIT (POLYSILAZANE)

Keeping your vehicle looking newer for longer.

VALETER KIT CONTENTS:

Bionic Box (Slim)
50ml Polysilazane Sealant
400ml Interior Fabric Protector Aerosol
400ml Pre Clean Spray
Polysilazane Detail Sponge
Polysilazane Applicator
Polysilazane Microfibre Set
Gloves

AFTERCARE KITS



SP100 (DETAILS ON PAGE 29)



SP300 (DETAILS ON PAGE 30)

AFTERCARE KITS



SP500 (DETAILS ON PAGE 31)



LUXURY SP500 (DETAILS ON PAGE 32)

CARAVAN KIT OVERVIEW

VALETER KIT & AFTERCARE KIT

VALETER KIT - CORE POUCH



VALETER KIT (POLYMER)

Keeping your vehicle looking newer for longer.

VALETER KIT CONTENTS:

3 x Bionic Pouch

2 x 400ml Interior Fabric Protector Aerosol

2 x Slim Application Sponges

Red Window Sticker



CARAVAN & MOTORHOME KIT (DETAILS ON PAGE 33)

MOTORCYCLE KIT OVERVIEW

VALETER KIT & AFTERCARE KIT

VALETER KIT - POLYSILAZANE SEALANT



VALETER KIT (POLYSILAZANE)

Keeping your vehicle looking newer for longer.

VALETER KIT CONTENTS:

1 x 15ml Polysilazane Sealant

1 x 400ml Pre Clean Spray

2 x Cube Sponges

2 x Grey Microfibre Cloths

1 x Pair of Gloves



MOTORCYCLE KIT (DETAILS ON PAGE 34)

KIT ADD-ONS



LEATHER PRESERVER KIT & WIPES (DETAILS ON PAGE 35)



EXECUTIVE LEATHER CARE KIT (DETAILS ON PAGE 36)



EMERGENCY KIT (DETAILS ON PAGE 37)



SUPAVISION KIT (DETAILS ON PAGE 38)

SP100



SP100 AFTERCARE KIT

Keeping your vehicle looking newer for longer.

pH Neutral Shampoo: Our latest bio-degradable fluorocarbon shampoo formula penetrates and lifts dirt, making cleaning quicker and easier. The pH neutral, salt free solution prevents premature corrosion and has a fresh new smell.

Bird & Bug Remover: A combination of surfactants which neutralise the acid in bird lime. The soapy mousse will re-hydrate the deposit, creating a solution that can be easily wiped off the paint work.

CONTENTS:

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

Valeter Kit (Polymer) or (Polysilazane): Details on Page 23

SP300



SP300 AFTERCARE KIT

pH Neutral Shampoo: Our latest bio-degradable fluorocarbon shampoo formula penetrates and lifts dirt, making cleaning quicker and easier. The pH neutral, salt free solution prevents premature corrosion and has a fresh new smell.

Bird & Bug Remover: A combination of surfactants which neutralise the acid in bird lime. The soapy mousse will re-hydrate the deposit, creating a solution that can be easily wiped off the paint work.

Alloy Wheel Cleaner: This non-acidic formula removes brake dust, road film and grime. It cleans to a bright finish without damaging coatings, lacquers or tyres.

Glass Cleaner: This powerful cleaner breaks through even the toughest dirt and grime on windows and mirrors, leaving a sparkling streak free finish.

Fabric Cleaner: Penetrates deep into the fibres to lift stains to the surface and ease the removal of the most stubborn marks.

CONTENTS:

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

Valeter Kit (Polymer) or (Polysilazane): Details on Page 23

SP500



SP500 AFTERCARE KIT

pH Neutral Shampoo: Our latest bio-degradable fluorocarbon shampoo formula penetrates and lifts dirt, making cleaning quicker and easier. The pH neutral, salt free solution prevents premature corrosion and has a fresh new smell.

Bird & Bug Remover: A combination of surfactants which neutralise the acid in bird lime

Alloy Wheel Cleaner: This non-acidic formula removes brake dust, road film and grime. It cleans to a bright finish without damaging coatings, lacquers or tyres.

Glass Cleaner: This powerful cleaner breaks through even the toughest dirt and grime on windows and mirrors, leaving a sparkling streak free finish.

Fabric Cleaner: Penetrates deep into the fibres to lift stains to the surface and ease the removal of the most stubborn marks.

Tyre & Trim Dressing: The new water resistant coating has been carefully formulated for the renovation of all plastics, PVC, rubber etc throughout your vehicle.

Dash & Door Enhancer: A high active cleaning spray that will quickly clean and finish all vinyl, rubber & plastic interior surfaces.

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

KIT OFFERINGS

LUXURY SP500



SP500 AFTERCARE KIT & VALETER KIT (POLYMER) OR (POLYSILAZANE)

CONTENTS:

500ml pH Neutral Shampoo 500ml Bird Lime Neutraliser 500ml Alloy Wheel Cleaner 500ml Glass Cleaner 500ml Fabric Cleaner 500ml Tyre & Trim Dressing 500ml Dash & Door Enhancer Brush and Sponge Leather Barrier Cream 300ml Leather Cleaner Concentrate 300ml Leather Cleaner Foam Dispenser 200ml (Empty Container)* Ink Stick Remover 30g Application Sponge Microfibre Cloth

pH Neutral Shampoo: Our latest bio-degradable fluorocarbon shampoo formula penetrates and lifts dirt, making cleaning quicker and easier. The pH neutral, salt free solution prevents premature corrosion and has a fresh new smell.

Bird Lime Neutraliser: A combination of surfactants which neutralise the acid in bird lime

Alloy Wheel Cleaner: This non-acidic formula removes brake dust, road film and grime. It cleans to a bright finish without damaging coatings, lacquers or tyres.

Glass Cleaner: This powerful cleaner breaks through even the toughest dirt and grime on windows and mirrors, leaving a sparkling streak free finish.

Fabric Cleaner: Penetrates deep into the fibres to lift stains to the surface and ease the removal of the most stubborn marks.

Tyre & Trim Dressing: The new water resistant coating has been carefully formulated for the renovation of all plastics, PVC, rubber etc throughout your vehicle.

Dash & Door Enhancer: A high active cleaning spray that will quickly clean and finish all vinyl, rubber & plastic interior surfaces.

Valeter Kit (Polymer) or XTRA (Polysilazane): Details on Page 23

CARAVAN & MOTORHOME KIT



CARAVAN & MOTORHOME KIT

pH Neutral Shampoo: Our latest bio-degradable fluorocarbon shampoo formula penetrates and lifts dirt, making cleaning quicker and easier. The pH neutral, salt free solution prevents premature corrosion and has a fresh new smell.

Bird & Bug Remover: A combination of surfactants which neutralise the acid in bird lime

Alloy Wheel Cleaner: This non-acidic formula removes brake dust, road film and grime. It cleans to a bright finish without damaging coatings, lacquers or tyres.

Glass Cleaner: This powerful cleaner breaks through even the toughest dirt and grime on windows and mirrors, leaving a sparkling streak free finish.

Fabric Cleaner: Penetrates deep into the fibres to lift stains to the surface and ease the removal of the most stubborn marks.

Tyre & Trim Dressing: The new water resistant coating has been carefully formulated for the renovation of all plastics, PVC, rubber etc throughout your vehicle.

Dash & Door Enhancer: A high active cleaning spray that will quickly clean and finish all vinyl, rubber & plastic interior surfaces.

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 Guarantee Booklet

MOTORCYCLE KIT



MOTORCYCLE KIT

pH Neutral Shampoo: Our latest bio-degradable fluorocarbon shampoo formula penetrates and lifts dirt, making cleaning quicker and easier. The pH neutral, salt free solution prevents premature corrosion and has a fresh new smell.

Bug Remover: This foam loosens and removes insects with ease without the need for soaking or scrubbing.

Aqua Free: Cleans, shines and protects paintwork with no hose, sponge or shampoo required.

Rust Preventor: Provides the perfect protection against future rust and corrosion. The clear film is highly resistant to cracking, forming an impermeable barrier.

Visor Demister Spray: This anit-fog treatment uses cutting edge moisture absorption technology with an anti-mist formula to create a transparent, micro-thin coating.

CONTENTS:

500ml pH Neutral Shampoo 500ml Bug Remover 500ml Aqua Free 400ml Rust Preventor 100ml Visor Demister Spray Sponge Microfibre Cloth Set

Valeter Kit (Polysilazane): Details on Page 27

LEATHER PRESERVER KITS & WIPES



LEATHER PRESERVER 50ML AND WIPES

Keeping your leather looking newer for longer.

For vehicles with a leather interior, SUPAGARD Bionic Leather Preserver formula seals and protects the surface against oil and water-based staining and dye transfer from clothing without damaging the leather's supple and lustrous feel.

Liquids and dirt can't penetrate the leather once coated with Leather Preserver.

The handy Leather Wipes preserve the appearance of your leather upholstery.

CONTENTS:

50ml Leather Preserver 36 Cleaning Wipes Application Cloths Sponge

EXECUTIVE LEATHER CARE KIT



EXECUTIVE LEATHER CARE KIT

Keeping your leather looking newer for longer.

Your leather seats are made from a unique natural product which does not tear, and is stretchable, breathable and permeable to air and moisture.

Supagard's complete leather care kit comprises of a combination of products that will clean and maintain the look of your leather seats for years.

This Executive Leather Care Kit can also be used to treat your leather motorcycle gear.

CONTENTS:

- 1 x Leather Barrier Cream 300ml
- 1 x Leather Cleaner Concentrate 300ml
- 1 x Leather Cleaner Foam Dispenser 200ml (Empty Container)*
- 1 x Ink Stick Remover 30g
- 1 x Application Sponge
- 1 x Microfibre Cloth

EMERGENCY KIT



EMERGENCY KIT

Keeping you safe during your car journey.

Supagard's emergency kit comprises of helpful equipment to aid you in any emergency situation.

The handy 6-in-1 Emergency Torch is perfect for a safe journey in the car as well as on foot. With a range of different light settings and safety features to assist in emergency situations, having this torch will certainly put you at ease. The functions include: Latest LED Spotlight, 12 LED Red Flashing Lights, Panic Alarm, Window Breaker, Seatbelt Cutter and Magnetic Base (attaches to the roof of the car).

CONTENTS:

First Aid Kit Gloves Emergency Torch High Vis Vest Poncho (x4)

SUPAVISION KIT



EASY APPLICATION COATING

Glass Treatment

SupaVision utilises new glass bond technology to provide an optically clear, non-stick coating for unbeatable visibility in all conditions for up to 6 months.

This treatment provides improved visibility, hydrophobic protection, bird & bug protection and quick frost removal.

CONTENTS:

75ml Glass Cleanser 35ml Glass Protector Application Cloth Sponge

OEM EXAMPLE KITS



SP500 Nissan Protect

CONTENTS:

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



SP500 Citroen Protect

CONTENTS:

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



SP500 Peugeot Protect

CONTENTS:

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



SP500 VX Protect

CONTENTS:

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



