

Supagard[®]



EXTERIOR & INTERIOR PROTECTION PRODUCTS

FROM THE UK MARKET LEADERS



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 36 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".

David Paterson
Managing Director
Supagard Ltd





James Smyth

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 supple.

In 2023 we introduced 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 35 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 worldwide.

Supagard have been selling our exterior and interior protection products Internationally for many years and we have a large number of very satisfied customers in our International markets, where our products have been proven to withstand any climatic conditions. We have high expectations for growth in 2025, particularly as we enter our third full year of trading in India, we are very pleased with the progress being made in the Indian market and we plan to open a number of new Supagard exclusive detailing showrooms in the coming year.

Following our presence at Auto Expo India in January 2025, we are anticipating a number of new business relationships to commence in both India and the Asian markets, where Kapil Sehgal, our International Business Development Manager - Asia is already making great progress in developing new business opportunities.

Another differentiating factor is 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.

Craig Hepworth
Head of Sales - UK & International
Supagard Ltd



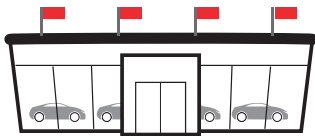
COMPANY PROFILE

EST.
1988

GLASGOW
HEAD OFFICE

19 OEM
PARTNERS

SUPPLYING TO
OVER **35%**
OF AM TOP 100



OVER 2,000
FRANCHISED DEALER
CUSTOMERS

ISO 14001
ACCREDITED



MORE THAN
6 MILLION
VEHICLES TREATED

INDUSTRY
RECOGNITION

NATIONAL TEAM OF
14
ACCOUNT MANAGERS

FAMILY RUN BUSINESS
36+
YEARS

AM
DEALER
RECOMMENDED
2012 - AM
DEALER
RECOMMENDED
2024

SUSTAINABILITY
PLEDGE
2023



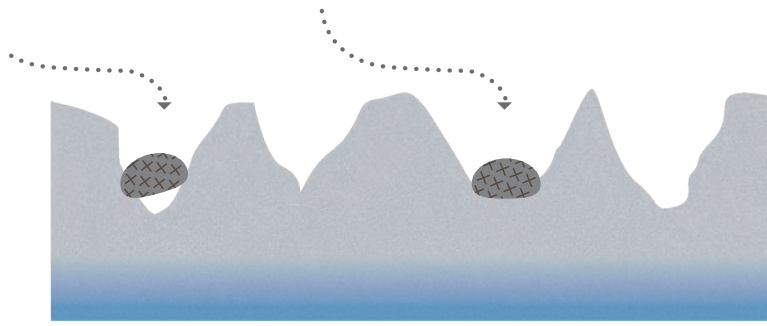


36+ YEARS

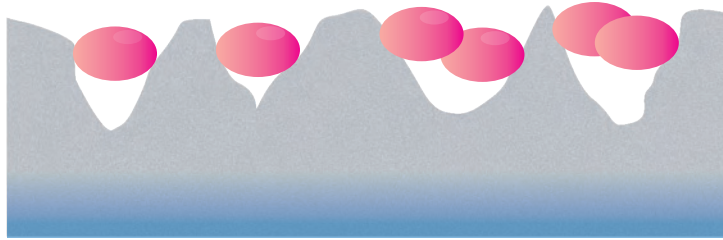
**MARKET
LEADING
TECHNOLOGY**

ACRYLIC COATING

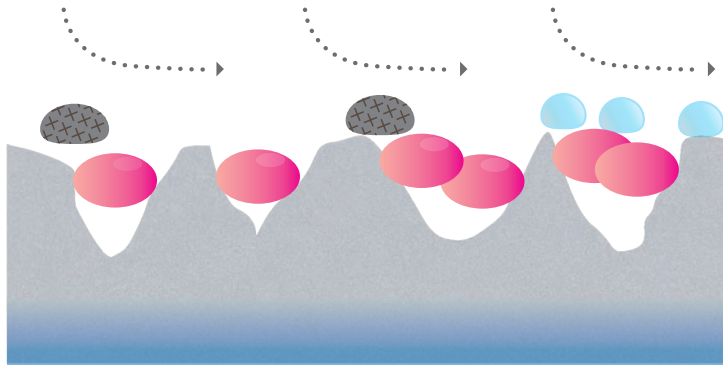
THE SCIENCE



Unprotected car paint begins to deteriorate from day one. Dirt and grime will form in the low points and can only be cleaned with a cutting polish which removes a layer of paint.



Acrylic Coating fills the gaps in the paintwork.



This advanced gloss coating prevents build up and creates a super hydrophobic layer. This allows easier cleaning of the vehicle.

OVERVIEW

1

STAGE
APPLICATION



FAST
APPLICATION



FAST RUN
OFF TIME



HIGH GLOSS
FINISH



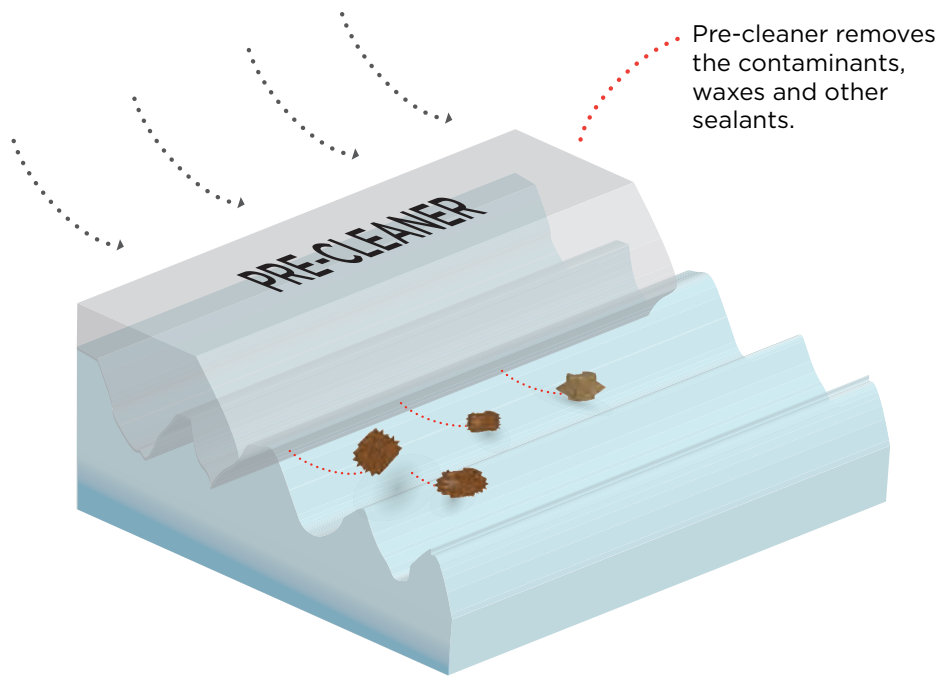
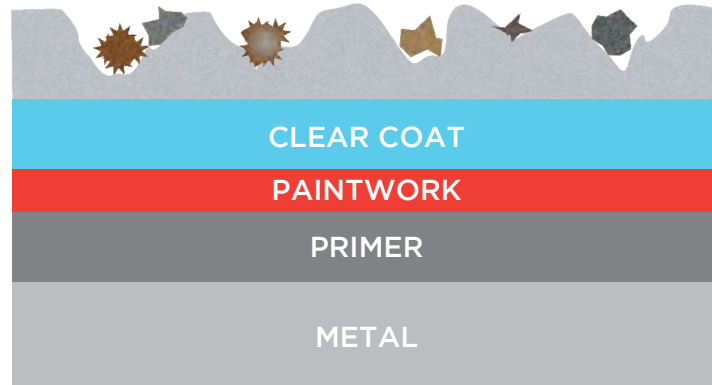
TOP UP
COATING

PRE-CLEANER

THE SCIENCE

PRE-TREATMENT IMPORTANCE

The build up of contaminants can leave paint looking dull and lifeless. Preparation of application is vital to a premium finish. Supagard pre-cleaner is the first part of our 2 stage treatments.



OVERVIEW



FAST
ACTING



REMOVES
DIRT & GRIME



REMOVES
SILICONES



REMOVES
WAXES



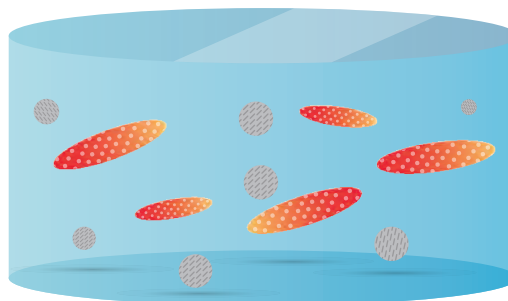
REMOVES
SEALANTS

POLYSILOXANE

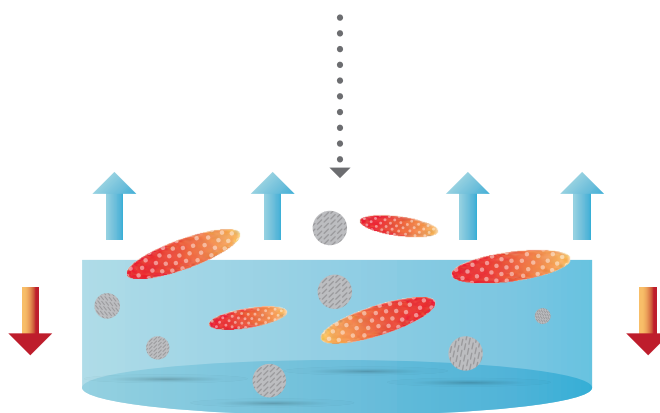
THE SCIENCE



These components are suspended in water state.

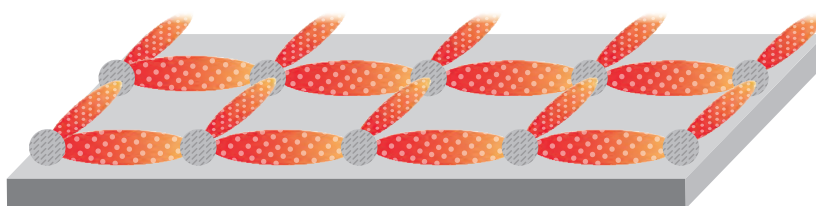


As the polysiloxane is spread onto a surface the water disperses.



These cross linking amino polymers are joined with the silicone resin molecules creating a flexible net of protection.

RUBBER CLEAR FILM OVER THE SURFACE



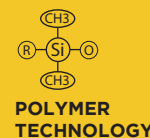
PAINTWORK SURFACE

OVERVIEW

3
YEAR
GUARANTEE



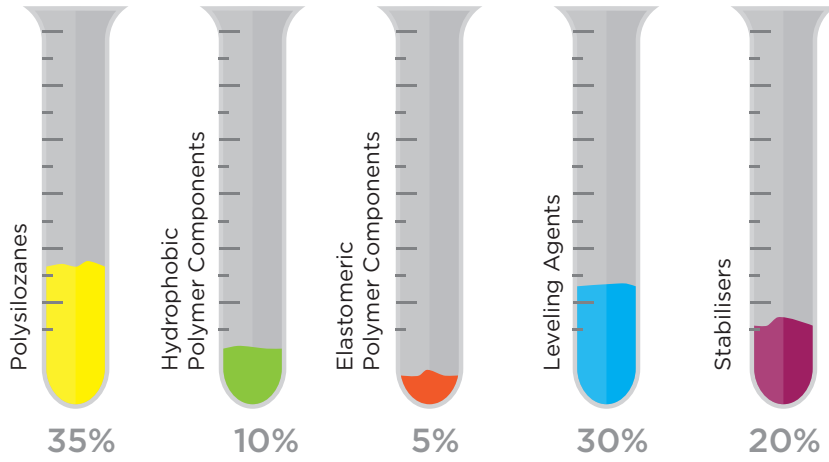
2
STAGE
APPLICATION



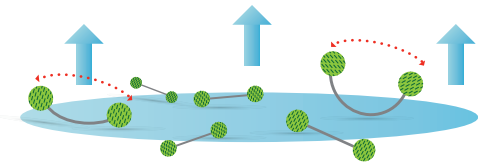
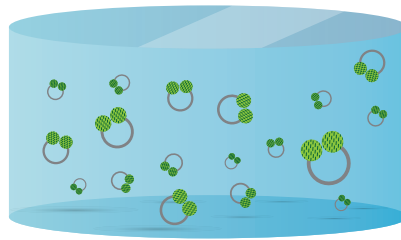
POLYSILAZANE

THE SCIENCE

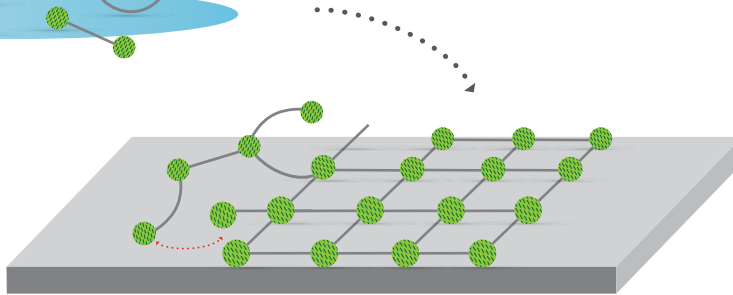
5 Polymers Make Our Polysilazane



Held in amonia, the polysilazane is held together.



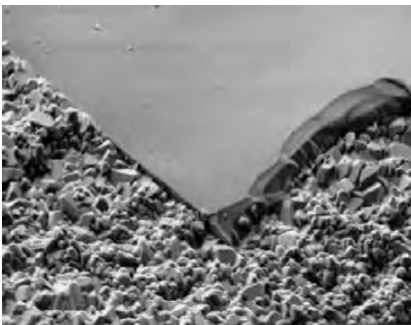
Once applied to the surface, the amino molecules spring open.



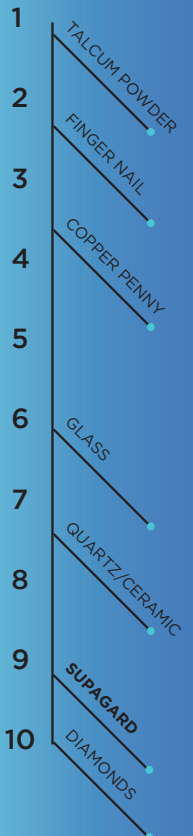
Paintwork Surface

They are attracted to other amino molecules and form a tough net.

This is polysilazane under a microscope as it forms this impenetrable barrier.



THE MOHS SCALE



OVERVIEW

5
YEAR
GUARANTEE

9_H
MOHS SCALE

2
STAGE
APPLICATION

91
GLOSS SCALE


DETERGENT
RESISTANT


GLASS COAT
TECHNOLOGY

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
33
RECYCLED
PLASTIC 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.



RECYCLING PROCESS

Sustainability starts with a twelve stage process.

STAGE 1.
Recycling centre.



STAGE 3.
Shredding.



STAGE 2.
Sorting of bottles clear and coloured.

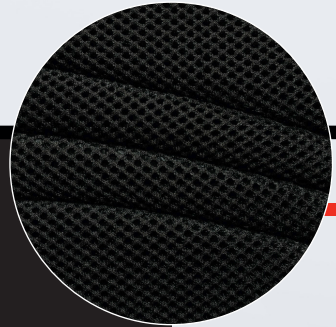


STAGE 4.
Through a bathing process which separates colours.



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





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



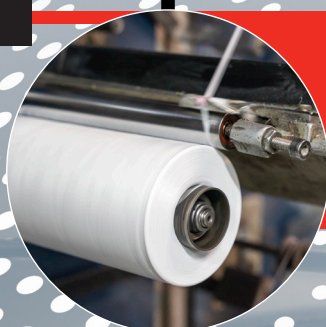
STAGE 11.
Material sent to our bag manufacturer.



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



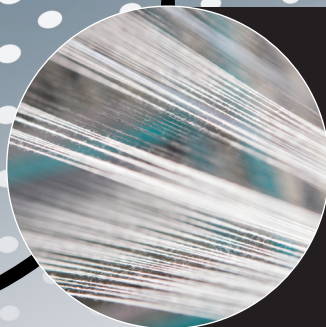
STAGE 6.
Placed in warm ovens to dry out the plastic in rotating drums.



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.

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



QR Code Stand



Front



Back

Header Board



Pull-Up Banner



Front

Back

Mirror Hanger



Supagard Customer Video

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



ALPINE
— — —



CITROËN

DACIA



DS AUTOMOBILES

FIAT



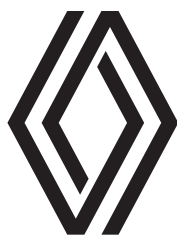
Jeep®



Movement that inspires



Mercedes-Benz



TOYOTA



VAUXHALL

V O L V O

SUPAGARD PRODUCTS



SUPAGARD VALETER KIT PACKAGING

All of our Supagard Valetor Kits include an internal recycled mould to store all of the products and a custom sleeve for the outer box to allow each kit to be easily identified.



RECYCLED
'MADE IN THE UK'
BOX INSERT

All of our Supagard Valetor Kits are packaged in leak proof boxes, allowing for ease of transport.



VALETER KITS

ACRYLIC COATING KIT

HSN CODE: 34022090

ITEM NO: XACRDKIT



ACRYLIC COATING KIT

CONTENTS:

- 250ml 365 Wax
- 500ml Rapid Wax Detailer
- 500ml pH Neutral Shampoo
- Roll of Cloths
- Applicator Sponge
- Gloves
- Window Sticker (Blue)

VALETER KITS

BIONIC CERAMIC COATING POLYSILOXANE KIT

HSN CODE: 34022090

ITEM NO: XPOLYSKIT



BIONIC CERAMIC COATING POLYSILOXANE KIT

CONTENTS:

- 50ml Polysiloxane Paint Sealant
- 150ml Foundation Coat
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Detailing Sponge
- Gloves
- Window Sticker (Blue)

VALETER KITS

BIONIC CERAMIC WITH POLYSILAZANE TECHNOLOGY KIT

HSN CODE: 34022090
ITEM NO: XBCPOLYZKIT



BIONIC CERAMIC WITH POLYSILAZANE TECHNOLOGY KIT

CONTENTS:

- 50ml Ceramic Paint Sealant
- 150ml Foundation Coat
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Detailing Sponge
- Gloves
- Window Sticker (Blue)

VALETER KITS

BIONIC ADVANCED POLYSILAZANE KIT

HSN CODE: 34022090
ITEM NO: XBAPOLYZKIT



BIONIC ADVANCED POLYSILAZANE KIT

CONTENTS:

- 50ml Polysilazane Paint Sealant
- 150ml Foundation Coat
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Detailing Sponge
- Gloves
- Window Sticker (Blue)

VALETER KITS

BIONIC POLYSILAZANE EXTRA COATING KIT

HSN CODE: 34022090

ITEM NO: XBPINT2



BIONIC POLYSILAZANE EXTRA COATING KIT

CONTENTS:

- 50ml Polysilazane Paint Sealant
- 150ml Foundation Coat
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Detailing Sponge
- Gloves
- Window Sticker (Blue)

VALETER KITS

BIONIC POLYSILAZANE XTRA WITH INTERIOR FABRIC COATING KIT

HSN CODE: 34022090

ITEM NO: XBPINT



BIONIC POLYSILAZANE XTRA WITH INTERIOR FABRIC COATING KIT

CONTENTS:

- 50ml Polysilazane Paint Sealant
- 150ml Foundation Coat
- 400ml Quick Drying Fabric Protector
- Trigger Head
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Detailing Sponge
- Gloves
- Window Sticker (Blue)

MAINTENANCE KITS

MAINTENANCE KIT AS

HSN CODE: 34022090

ITEM NO: XBPINT2ASM



MAINTENANCE KIT AS

CONTENTS:

- 15ml Polysilazane Paint Sealant
- 500ml Rapid Wax Detailer
- 150ml Foundation Coat
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Gloves

MAINTENANCE KITS

MAINTENANCE KIT PASM

HSN CODE: 34022090

ITEM NO: XBPINTPASM



MAINTENANCE KIT PASM

CONTENTS:

- 15ml Polysilazane Paint Sealant
- 500ml Rapid Wax Detailer
- 500ml pH Neutral Shampoo
- 150ml Foundation Coat
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Gloves

MAINTENANCE KITS

MAINTENANCE KIT PASHM

HSN CODE: 34022090

ITEM NO: XBPINT2ASM



MAINTENANCE KIT PASHM

CONTENTS:

- 15ml Polysilazane Paint Sealant
- 500ml Rapid Wax Detailer
- 500ml pH Neutral Shampoo
- 300ml Hydrocoat
- 150ml Foundation Coat
- Roll of Cloths
- Pre-Clean Applicator Sponge
- Applicator Sponge
- Gloves

MAINTENANCE KITS

RUBBING COMPOUND RANGE

FINE COMPOUND

HSN CODE: 34022090

ITEM NO: ZCOMFINE500ML

MEDIUM COMPOUND

HSN CODE: 34022090

ITEM NO: ZCOMMEDIUM500ML

COARSE COMPOUND

HSN CODE: 34022090

ITEM NO: ZCOMCOARSE500ML



RUBBING COMPOUND RANGE

Revitalises tired oxidised paintwork, removes traffic film, superficial contamination and aged and chalky deposits. Cleans, and conditions surfaces for further treatments.

Silicone free, suitable for bodyshop applications. A range of abrasive rubbing/cutting compound designed to renovate and restore the original appearance of painted surfaces. This product is designed for use on any painted surface particularly automotive paintwork, prior to polishing or refinishing.

CONTENTS:

500ml Fine Compound

500ml Medium Compound

500ml Coarse Compound

AFTERCARE KITS

SP500

HSN CODE: 34022090

ITEM NO: SP500AC



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

AFTERCARE KITS

SUPAVISION

HSN CODE: 34053000
ITEM NO: XBPINTSUPAR



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

AFTERCARE KITS

LEATHER PRESERVER & WIPES KIT

HSN CODE: 34052000

ITEM NO: XBPINTLPW



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

AFTERCARE KITS

EXECUTIVE LEATHER CARE KIT

HSN CODE: 34052000

ITEM NO: 401LEBOX



EXECUTIVE LEATHER CARE KIT

Everything you need to maintain leather upholstery.

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. Take extra care when cleaning perforated leather seats.

CONTENTS:

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

AFTERCARE KITS

SUPACABRIO KIT

HSN CODE: 34029090

ITEM NO: SCF



SUPACABRIO FABRIC CLEANER & PROTECTOR PACK

Perfect for maintaining fabric roofs.

This pack has been specifically designed to clean, preserve and protect the Fabric Soft Top/Hood of your vehicle.

The cleaner penetrates the hood's material and lifts the dirt to the surface. It is ideal for removing mould and soiling from the surface.

The protector soaks into the surface of the fabric hood and increases water repellency. This coating helps protect the longevity and appearance of your soft/top cabriolet roof hood.

CONTENTS:

- 400ml SupaCabrio Fabric Cleaner
- 300ml SupaCabrio Soft Top Protector
- Black Sponge
- Applicator Pad

36 Years EST. 1988
OF INNOVATION

Supagard[®]

Supagard Limited
19-29 Gavinton Street,
Muirhead,
Glasgow G44 3EF,
United Kingdom.

For any technical support,
please email at:
enquiryasia@supagard.com



[Scan the QR Code or click this link to watch how our Supagard Products helps you enjoy your car without the stress of maintaining it.](#)