




**FINIXA<sup>®</sup>**   
paint processing products





## FINIXA PAINT PROCESSING PRODUCTS

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Chemcar Europe designs, develops, partly manufactures and distributes a wide range of paint processing products. Our HQ is situated in Antwerp, Belgium.



## BOARD OF DIRECTORS

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Our 3 directors have been working together for 20 years. Each director has his own specialty in either purchasing, logistics or sales allowing them to complement each other in further developing the company and brand.



**20 YEARS OF PARTNERSHIP**



**DIRK VAN DRIESSCHE**  
*Sales director*

**PIET GREEVE**  
*CEO*



## OUR DISTRIBUTION

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From our head quarters in Antwerp (Belgium), we supply almost 100 countries worldwide via exclusive and non-exclusive distributors, looking to expand our brand reach by entering into loyal partnerships.

## CERTIFICATES

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# FINIXA AIM



TO MAKE REPAIRS  
MORE DURABLE



TO SIMPLIFY THE  
CAR REPAIR PROCESS



TO SHARE  
KNOWLEDGE



TO WORK ON A  
CLEANER ENVIRONMENT





## FULL PRODUCT RANGE

Our products are developed by our R&D based on 5 criteria





**FINIXA A-Z**  
**COMPLETE**  
**CAR REPAIR**  
**USING FINIXA**  
**PRODUCTS**



# HOW OUR RANGE IS PUT TOGETHER

## A

- Developed in-house
- Manufactured in-house
- 100% control over production process & quality

**High added value,  
High profitability**

Water-based degreaser, dry wash, one-step polish paste, plastic renewal gel,...



## B

- Developed in-house
- Invested in tooling, equipment or mouldings for manufacturing under subcontract

Paint system, mixing cups, abrasives technical sprays,...



## C

- Developed in-house
- Manufacturing is completely subcontracted

Spray guns, polishing pads, putties, overalls, ...



## D

- Ready-product purchased from external vendor taking quality standards into account
- Finixa look & feel added

**'Me too' product,  
Lower profitability**

Tapes, gloves, degreasing cloths, masking paper,...



## RESEARCH & DEVELOPMENT

As part of our growth plan, we work on new product development and product improvements. All products are tested extensively before they are brought onto the market.

**We work on finding solutions to replace traditional solvent-based products by high-performing water-based alternatives.**



[www.finixa.com](http://www.finixa.com)

**100% CONTROL OVER  
PRODUCTION PROCESS &  
QUALITY**



## **MANUFACTURING**

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The products that are developed in-house are also manufactured in-house or manufacturing is subcontracted. This means higher profitability, faster lead times and a guaranteed quality.

## LOGISTICS



Via our own distribution centre in Belgium we organise shipments to dealers all over the world.



## FINIXA TRAINING CENTRE

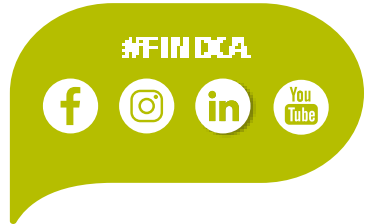
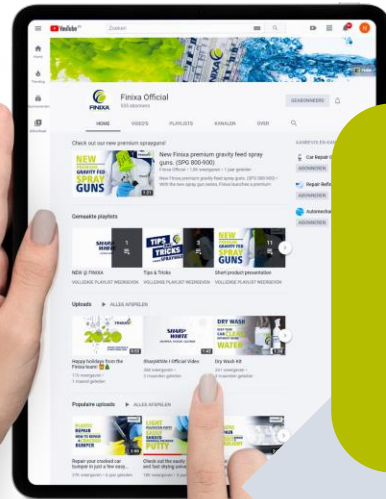
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We take pride in training dealer employees and body shops from around the world in our state-of-the-art training centre in Antwerp. This way, we guarantee a correct and standardised usage of our products.



# MARKETING

We have our own in-house marketing department continuously working on a strong brand and effective sales tools.



**PRODUCT &  
HOW TO  
VIDEOS**

**SOCIAL  
MEDIA  
PRESENCE**

**CATALOGUE  
IN 18  
LANGUAGES**

**WEBSITE IN 5  
LANGUAGES**





## LOYAL PARTNERSHIPS

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We aim to work as partners with our dealers and distributors



Our goal is to grow loyal, long-term relationships that create joint value



We are looking for partners that are loyal to Finixa with only limited brand switching



# YOUR ADVANTAGES AS PARTNER

5 reasons for being a Finixa distributor

## ADVANTAGES

### PROFITABLE

#### COMPETITIVE RANGE

Strong, recognizable brand - Wide product range - Excellent price/quality - Highly profitable for Finixa dealers (margin)

### QUALITATIVE

#### HIGH PRODUCT QUALITY

Quality control - Same product quality all over the world

### RELIABLE

#### LOGISTIC RELIABILITY

Large available stock - Years of experience in global distribution - Pre-set agreements possible

### SUPPORTIVE

#### ONGOING SUPPORT

Marketing incentive programs - Strong branding - Training programs - Sales coaching - Technical support

### LOYAL

#### COMMITMENT IN PARTNERSHIP

Commitment to help you grow & develop - Striving for a long-term partnership

**FOCUS ON 1 PRODUCT  
BRAND MEANS  
HIGHER PROFITS FROM  
GREATER SALES  
VOLUME**



## YOUR RETURN ON INVESTMENT

As a preferred partner



Higher stock rotation means lower stock levels are needed:  
less capital to be invested for **higher margins**



### STOCK

More shelf space available in your warehouse for 1 brand means  
**fewer out-of-stock situations**



**High commitment:** both parties invest in the relationship.  
**Marketing** efforts are focused on 1 brand: greater result.  
**Sales reps** get to focus on 1 brand; are well-trained on all product features and benefits.



You will be able to **develop a market** without fear of another Finixa distributor  
reaping the benefits of your investment



**QUESTIONS ?**