



**BRAND INTRODUCTION**  
**PERFORMANCE THAT ENDURES**

**At Ardina Car Care we manufacture and supply leading edge automotive products. However that is not where it stops. We offer you a total package that includes full support including our knowledge and experience.**

We offer a complete, focused and well balanced product program based on more than 30 years of experience. We stand for exclusivity and an excellent price/quality comparison of a brand with a wide range of premium products made in the Netherlands.

## Products

We offer a wide range of premium car care products like:

- ▶ fuel additives
- ▶ oil additives
- ▶ coolant additives
- ▶ engine oils
- ▶ gear oils
- ▶ brake fluids
- ▶ car care
- ▶ maintenance

Our high quality car care products:

- ▶ enhance performance and drivability
- ▶ prevent engine malfunctioning
- ▶ improve engine lifetime
- ▶ reduce maintenance cost
- ▶ improve fuel economy
- ▶ are effective and quick
- ▶ are environmentally friendly
- ▶ are the result of continuous R&D



## Packaging

You can tell from our packaging that you are dealing with an excellent quality product:

- ▶ our products have an eye-catching design
- ▶ the labels are multilingual and provided with a 'made in EU' or 'made in Holland' mark
- ▶ the packaging is in compliance with EU Directives

## Environment

We take the environment seriously. Our products are developed with performance and a lower carbon footprint in mind. At the same time this results in cost savings for you as a customer.

- ▶ Smaller smart packaging with concentrated formulations reduce
  - use of packaging materials
  - use of chemicals
  - use of unnecessary single use plastics
  - transport cost
  - storage cost
  - excise or energy tax
- ▶ Formulations are made safer for people and planet whenever possible
- ▶ Recyclable packaging

## Logistics

Because we store and stock our products ourselves we have a short lead time on delivery. We supply attractive minimum order quantities and ship at low cost.

## Support

We offer our partners long-term and lasting support.

We don't see you as a customer but as a partner. Therefore you can expect from us that we will go beyond industry and OEM requirements to provide you with the best care possible.

What makes us unique as manufacturer is that, in addition to our products we provide you with a network of professional expertise regarding product knowledge & development, marketing & sales, promotional support and worldwide logistics. We support you by making the Ardina brand a success in your market. We will use our expertise and experience to offer technical support, promotional support and advise you in the field of customer value.



With over 30 years of experience in innovation, blending, filling and production, we know what it takes to satisfy demanding end users, whether they are professionals or consumers. Based on our experience in sales of automotive products in over 40 countries around the world we know what it takes to operate successfully in markets across the globe. We know exactly who the end-users of our products are, according to which criteria a product is valued or rejected and where and why which products are successful.



We use this knowledge and experience to assist you with your product- and go-to-market strategy launching our brand into your market place and building a sustainable and continued success.



### WHAT

What specific Ardina Car Care products will you sell?



### WHO

Who are you targeting with sales and who will be the end-user?



### HOW

How will you distribute and promote the product?



### STRATEGY

after establishing what, who and how, a strategy can be defined

We know that not all markets are the same. Depending on your wishes and requirements we can help you with:

- ▶ a preferred packaging choice for your market
- ▶ logistics including delivery worldwide or even directly to your client
- ▶ support with product and safety knowledge
- ▶ product marketing

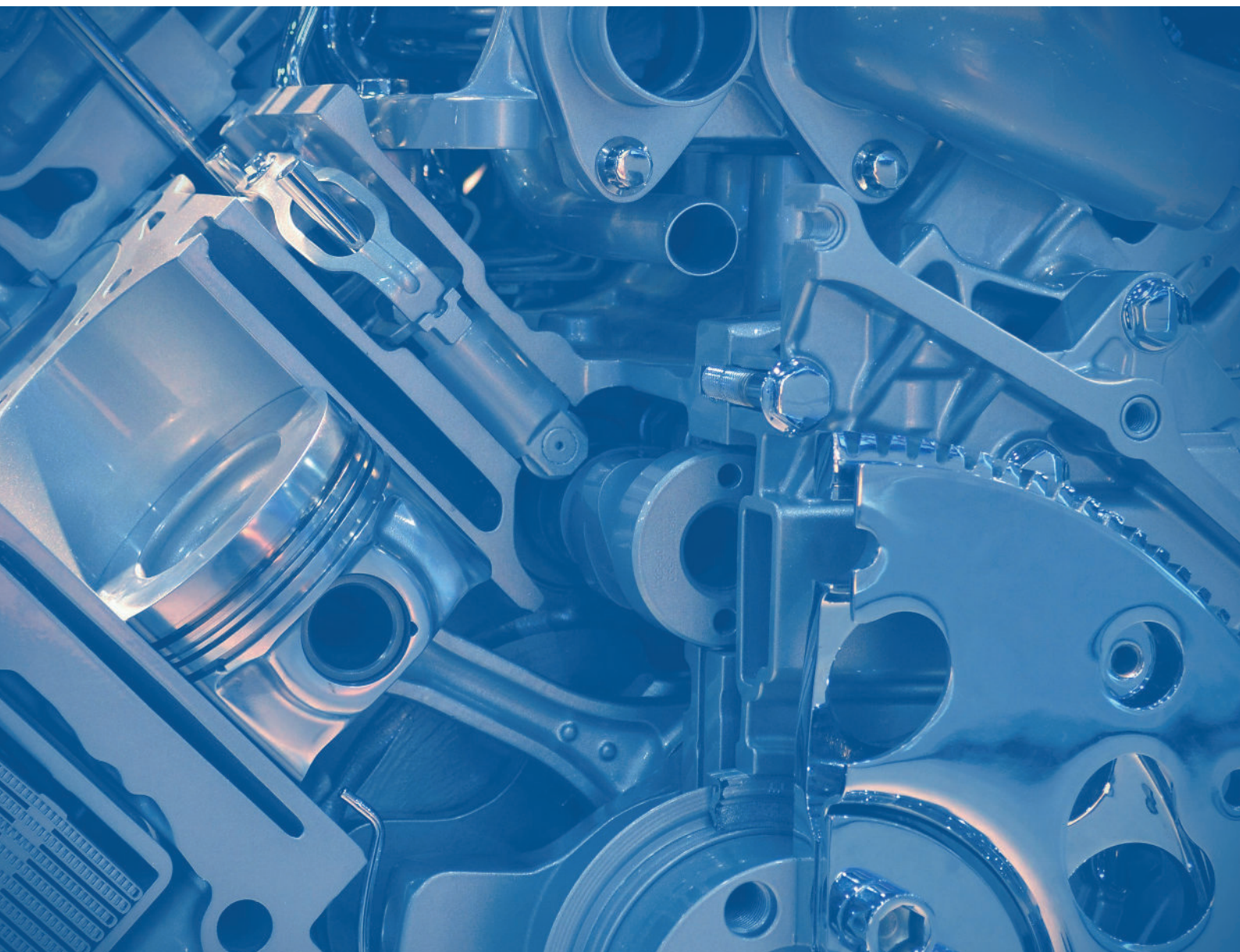
To complete our offer we can also assist you in copywriting for and design of customized product sheets and brochures.





### Did you know:

- ▶ We are located in The Netherlands
- ▶ We have over 30 years of global experience in the automotive industry
- ▶ We are an independent manufacturer
- ▶ We have a team of highly motivated professionals in their field of expertise
- ▶ We continually invest in product quality and research & development
- ▶ We provide technologies that result in innovative products
- ▶ Our products are all extensively tested both in the lab as in the field



### Want to get in touch?

We'd love to hear from you to tell you more about our company and our high quality products.

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