





FINIXA PAINT PROCESSING PRODUCTS

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



BOARD OF DIRECTORS

Our 2 directors have been working together for 20 years. Each director has his own specialty in either production, negotiating, 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

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.

Since 2021, we have expanded with a second location in order to better serve the US market. Our subsidiary is located in Houston, Texas.

CERTIFICATES



FINIXA AIM



**TO SHARE
KNOWLEDGE**



**TO WORK ON A
CLEANER ENVIRONMENT**



**TO MAKE REPAIRS
MORE DURABLE**



**TO SIMPLIFY THE
CAR REPAIR PROCESS**

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FULL PRODUCT RANGE

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



HOW OUR RANGE IS PUT TOGETHER

A

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

B

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

C

- Developed in-house
- Manufacturing is completely subcontracted

D

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

High added value, High profitability

Water-based degreaser, dry wash, one-step polish paste, Green paint system, mixing cups, plastic renewal gel, ...



Polyester putties, degreasing cloths turquoise, abrasives, technical sprays, ...



Spray guns, polishing pads, overalls, ...



'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.

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



MANUFACTURING

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

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.

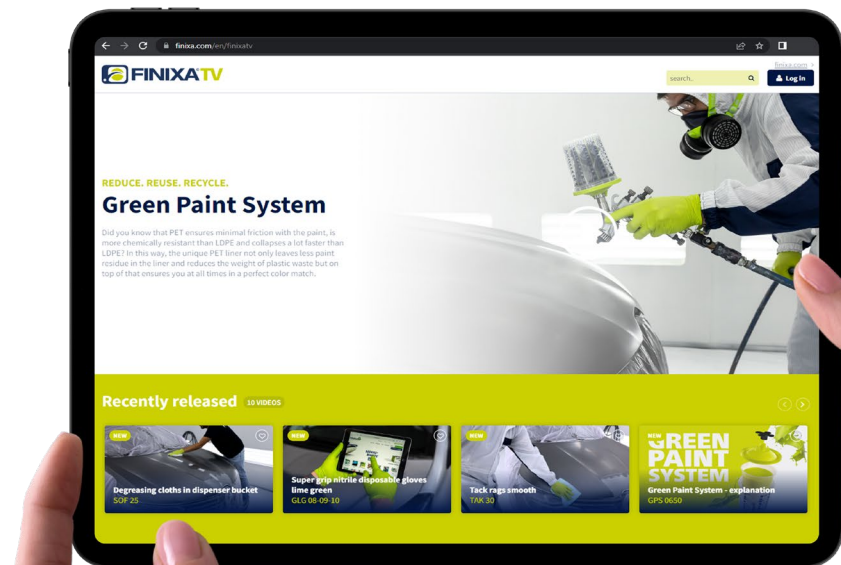
- 1 **WEBSITE**
IN 5 LANGUAGES
- 2 **FINIXA TV**
PRODUCT & HOW TO VIDEO'S
- 3 **DIGITAL CATALOGUE**
IN 17 LANGUAGES
- 4 **SOCIAL MEDIA PRESENCE**
#FINIXA



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FINIXA TV

we are very proud of our new platform Finixa TV ; a brand-new platform on our website where you can scroll through all application videos of our products. All these videos are classified by the same modules as our catalogue. Finixa TV and our digital catalogue complement each other so that all possible information is collected and linked with each other.



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FINIXA FOREST

In cooperation with Goforest, we are planting trees in order to be as environmentally conscious as possible and to reduce our ecological footprint.



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LOYAL PARTNERSHIPS



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

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YOUR RETURN ON INVESTMENT



As a preferred partner

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



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

