

Based in Ieper, Belgium More than 280 employees worldwide Turnover of the complete CID LINES group:

2018: 94 million

2019: estimated 105 million

Continiuous growth over last 10y > 11%



Based on...

Entrepreneurship

Customer Satisfaction

Personal relationships with all stakeholders





WORLWIDE



General services (finance, HR, admin.)
Sales & marketing
CIRLAM laboratory
Regulatory affairs
QHSE
Production (technical & pharma)
Logistics center



Local functions in Poland
Sales & Marketing
Warehousing
QSHE
Regulatory affairs



Local functions in Russia
Sales & Marketing
Warehousing
Production of Meratech products
QSHE
Regulatory affairs





PRODUCTION

Quality norm: ISO 9001 - 2000 GMP Feed Safety

1200 Ton/week (2 shifts)



7 production lines + 1 pharma line Retained sample from every batch

Multiple packagings available

1L - 5L - 10L - 20L - 60L

200L - 600L - 1000L





QUALITY CONTROL AND R&D

Technical laboratory

Microbiological laboratory (GLP accredited!)



Analytical labs

Designated field testing possibilities

- Own Carwash installation
- Testing room





REGULATORY AFFAIRS

Management technical data (SDS, e-SDS...)

Önorm

VDA Organisation of external testings for VDA

Management of all registration files



















WE KEEP INNOVATING & INVESTING IN KNOW-HOW

30 years of experience

Natural interest for vehicle care

Continuous investing in R&D

Fieldtests together with partners and clients

Own laboratories & RA dep.





WE OFFER 360° SOLUTIONS & AN INTERGATED APPROACH

Complete solutions

Versatile product range
Tailored advice & broad expertise

Thorough follow-up
Clean vehicles in clean environment
Strong interaction: R&D – RA – Sales

Continuous trainingprogram





WIN-WIN PARTNERSHIPS

Our main principles:

Common vision and strategy

Create growth potential for ambitious distributors

Profitability for all parties

Experienced sales & marketing teams

Long term relationships with our distributors worldwide

Complete support and advice program for distributors

Global marketing strategy with local influences

Distributors

- > 200 distributors
- > 650 end-customers

In > 43 countries worldwide

Selecting the right distributors



MORE THAN ONLY PRODUCTS



POS - material

How-to-movies

Protocols

Distributorzone





MORE THAN ONLY PRODUCTS

Specialized catalogues

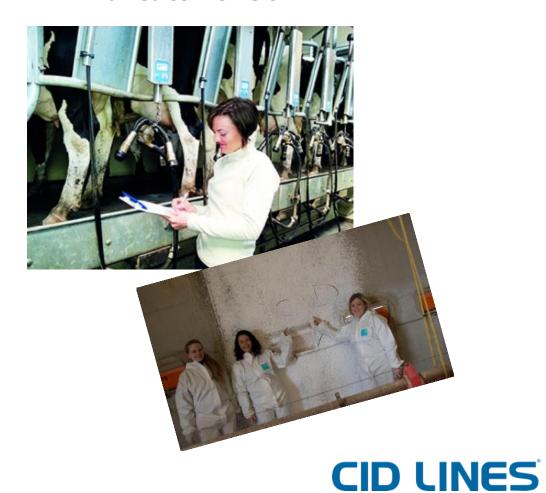








Trained co-workers



Creating that clean, new, protective sensation at every wash is the very core of our profession. The gloss and shine of the bodywork is a living testimony! We want vehicles to shimmer! That's why we create products for every step in the washing process and every situation. Tools to create sensation for all involved in the industry. Magic happens when our chemicals touch the bodywork of the vehicle.

As a trusted partner for vehicle care and transport professionals we create a complete and userfriendly concept to help them offer a high quality program to their end-customers. We always stay ahead by thinking along with our clients, to come up with the solutions they truly need.

Premium quality products backed by far reaching service and continuous support create a sensational return on investment for our partners worldwide.

