



CHEMICAL SOLUTIONS  
TO KEEP YOU MOVING

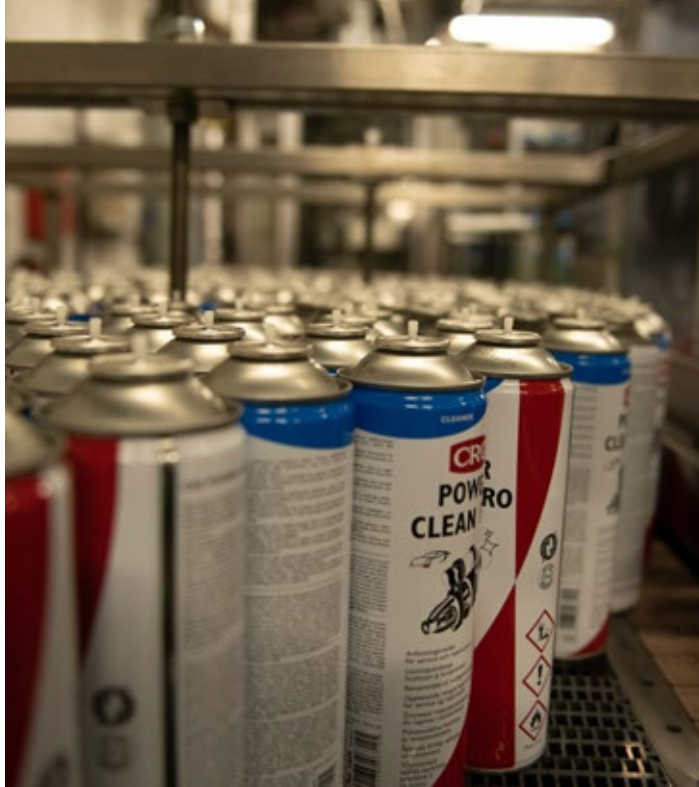




Paul Van Den Bulcke  
Managing Director  
CRC® Industries EMEA

## WELCOME TO OUR WORLD

Since its foundation as Corrosion Reaction Consultants with a single product in 1958, CRC® Industries has evolved over the years into a worldwide leader in the production of specialty chemicals for maintenance, repair and overhaul (MRO) for professionals and do-it-yourselfers, serving the industrial, automotive, heavy trucking, marine, electrical, hardware and aviation markets.



Today the company's products are sold throughout the US, Europe, South America and the Pacific Rim. CRC® operates a total of 19 locations with 7 production sites that produce millions of aerosol cans each year.

Our vision is to "Earn intense customer loyalty every day", which is lived and transparently communicated within the whole organization. We focus on the customer first, what they want to buy and how they want to buy in a global consistent way, with local relevance. We deliver unique, high value solutions through continuous

innovation of our MRO products, formulations and services that meet or exceed the expectations of our, complying with all relevant (and changing) legislation. CRC® is ISO 9001 certified and adheres to the strictest guidelines for quality in all facets of research, development and production.

We offer best in class professional products and services that protect, preserve and maintain our customers' assets and operations safely and effectively. Wherever that may be.

# THIS IS WHO WE ARE

CRC® Industries is a global leader in the production of aerosols for both the professional and the do-it-yourself market.

- We are a worldwide supplier of chemical products for the industry, automotive, consumer and service segments.
- Our company consists of five operating groups headquartered in the United States, Belgium, the United Kingdom, Australia and South Africa.
- The ISO 9001 certification of our manufacturing plants in Belgium, the United Kingdom and South Africa reflects the high priority we give in providing consistent quality to meet our customers' needs. CRC® Industries UK has also been awarded the ISO 14001 certification, recognizing its responsible environmental practice.
- We manufacture and supply cleaners, lubricants, anti-corrosion products, adhesives, welding products, additives, moulding and other specialty products... all for the EMEA region (Europe, Middle East, India, Africa & Russia).
- We guarantee high quality products by following strict guidelines in all facets of research, development and production.
- We meet today's most stringent environmental and safety standards.
- We develop new products and continue to adapt existing products to meet the needs of our customers.

**CRC® INDUSTRIES EUROPE, BELGIUM**

**CRC® INDUSTRIES UNITED KINGDOM**

**CRC® SPAIN**

**CRC® FRANCE**

**CRC® GERMANY**

**CRC® SWEDEN**

**CRC® FINLAND**

**CRC® INDIA**

**CRC® SOUTH AFRICA**

★ = CRC® Manufacturing Plant

● = CRC® Location





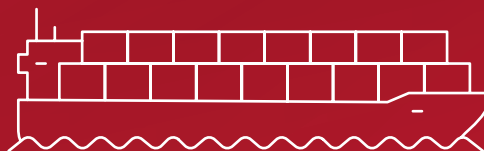
## CRC® EUROPE IN FACTS & FIGURES



**3200+**  
ACTIVE  
CUSTOMERS



**375+**  
SUPPLIERS



**4000+**  
PARCELS SHIPPED EACH MONTH

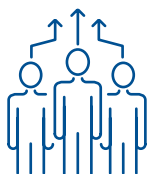


**2000+**  
PRODUCTS



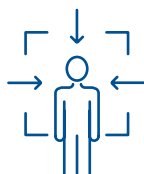
**80+**  
COUNTRIES  
WHERE CRC®  
PRODUCTS  
ARE SOLD

## THE GLOBAL OPERATING PRINCIPLES WE VALUE MOST



### TEAMWORK

We work together to quickly adapt to the everchanging needs of the market and achieve our goals together!



### CUSTOMER FOCUS

We serve our customers better than anyone else, as they are the core of our business. It is easy to do business with us.



### INNOVATION

We develop unique strategies by understanding and creating new opportunities in the marketplace and for our customers.

# WE HAVE A CLEAR VISION & MISSION

In everything we do, in any part of the world where we run our activities, we want to **Earn Intense Customer Loyalty Every Day**. How do we succeed in living up to our vision?

CRC® will deliver unique, high-value solutions. We focus on **continuous innovation** of our products, formulations and services that meet or exceed the expectations of our customers in the Industrial, Automotive, Consumer and Electrical markets.

## OUR PROMISE TO YOU

CRC® offers best-in-class professional products and services that protect, preserve, and maintain your assets and operations **safely** and **effectively**.

We always treat others the way we want to be treated. We act in a respectful and responsible way towards all our stakeholders, including our customers, suppliers, colleagues and our environment. That's our golden rule.



### QUALITY

We strive to continually improve the value and quality of our products and services to maximize customer satisfaction.



### OWNERSHIP

Every CRC® employee has a 'voice' to take ownership and present ideas for growing our company and nurturing corporate pride.



### RESOURCEFUL

We are committed to making things happen to drive growth as expected by our shareholders.

# OUR ENVIRONMENTAL COMMITMENT & SOCIAL RESPONSIBILITY

Product stewardship is about manufacturers and gaged in reducing environmental, health- and safety impacts of their products throughout the whole lifespan. To that purpose, we follow a risk- and science-based approach.

## SAFETY FIRST

The safety of our employees during the manufacture of all our products, as well as the minimization of health risk to our product users is of the utmost importance to CRC®. In our modern, open economy, chemicals require a thorough risk assessment before reaching the market. Communications on safe use happen throughout the supply chain via safety data sheets and product labels, and an efficient enforcement adds to products placed on the EU market respecting the high EU product standards.

## MINIMAL ENVIRONMENTAL IMPACT

At CRC® we are committed to managing our environmental performance, preventing pollution, ensuring compliance with all applicable environmental legislation and delivering continual improvement. We are innovating continually to offer solutions that minimize environmental impacts.



## REGULATORY

- We continuously improve the environmental, health, safety and security knowledge and performance of our technologies, processes and products over their life cycles. That way, we avoid harm to people and the environment.
- We provide help and advice to foster the responsible management of chemicals by all those who manage and use them along the product chain.
- We offer a free of charge TDS & MSDS management system online called My CRC®. This helps our customers automatically to receive the most up to date safety information.
- CRC® has dedicated global Regulatory Compliance & Monitoring' teams to ensure that all CRC® products meet or exceed the strict standards set by relevant legislation and best-practice standards. With a strong team in EMEA, CRC® maintains continuity of supply, to the highest standards, as legislation changes.

# OUR MARKETS

We serve different markets with MRO solutions that fit the specific needs of our customers in compliance with all the industry regulations.



**INDUSTRIAL**



**AUTOMOTIVE**



**MARINE**



**MINING**

## CRC BRANDS IN THE EMEIA REGION



**CRC®**

Corrosion Reaction Consultants (CRC®) was founded in 1958 with the introduction of 5-56® a Multi-Purpose Lubricant and Corrosion Inhibitor in one product.



**Kontakt Chemie®**

German electronics specialty chemical supplier, founded in 1960.



**KF®**

French market leader of specialty chemicals for electrical, industrial and electronic markets. Invented in 1966.



**Ambersil®**

Products for all industrial maintenance and repair (MRO) and polymer processing polymer processing applications. Founded in 1948 in the UK.



**Action Can®**

Professional grade products for engineers, the trades, and sub-contractors. The targeted range ensures easy product selection and 'right first time results'. Founded in 1965 in the UK.



**Q20®**

Invented in 1950. Triton-Leo Group (Pty) Ltd is the leading South African manufacturer of Multi-Purpose Lubricants. They purchased Q20 in the mid 1970's.



**ELECTRICAL &  
UTILITY**



**FOOD &  
BEVERAGE**



**HARDWARE**



**HEAVY TRUCK**



**OIL & GAS**

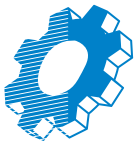


**WELDING**



**AVIATION**

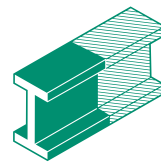
## OUR PRODUCT CATEGORIES



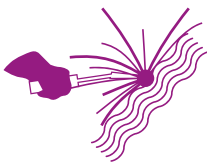
**CLEANERS &  
DEGREASERS**



**LUBRICANTS &  
PENETRANTS**



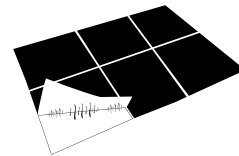
**CORROSION  
PROTECTION**



**WELDING  
PRODUCTS**



**SPECIALTY  
PRODUCTS**



**ADHESIVES &  
SEALANTS**



**RELEASE AGENTS**



**PAINTS**



**ADDITIVES**

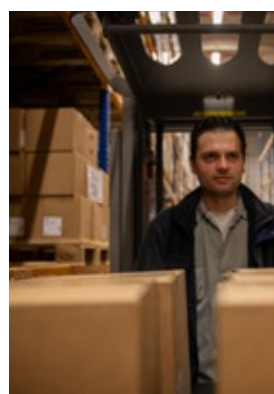
# OUR SERVICE

## THE CUSTOMER FIRST

Our company is committed to serving our customers the very best way we can.

CRC® prides itself on having very strong in-house expertise in the fields of regulatory affairs, international trade, customs and compliance matters. The world is moving fast. The international economy and business environment are constantly changing. Digital business, customer self-service and customer experience are still gaining importance. Furthermore, there's a continued trend towards consolidation of our customers into larger pan-European or even global entities. All these fundamental approaches to how we do business remain as important as ever.

Therefore, CRC® continues to make great efforts to strengthen our service offer. Beside that, we keep investing in our EMEA customer service teams and building new digital capabilities. From an organizational point of view this means we are evolving from largely independently operating country-based organizations into a more harmonized regional EMEA organization. At the same time we are expanding our activities beyond the current reactive customer service to (add) a more pro-active customer care approach. CRC®'s people are our biggest asset and we have brought together an EMEA Order-to-Cash team to work on our customer care and service offer across the EMEA region.



# WHY OUR CUSTOMERS CHOOSE US

## OUR PRODUCTS

- Superior quality products that deliver as promised
- Right first time results, every time
- Broad product offering from a single supplier

## OUR PEOPLE

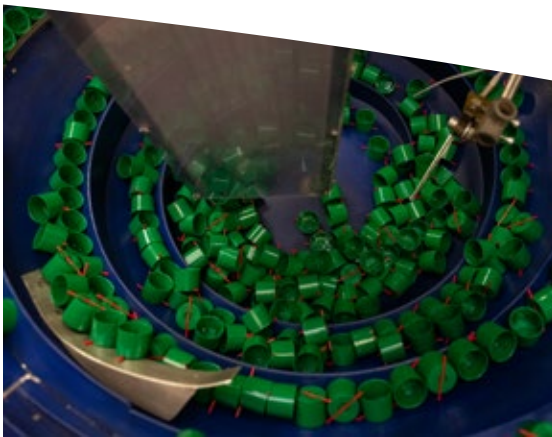
- Customer care
- Technical services
- Sales and marketing
- All CRC® employees work to deliver exceptional customer satisfaction

## OUR SERVICES

- Customer-focused R&D
- Product development and innovation
- Safety and regulatory management
- Value-added solutions
- My CRC®

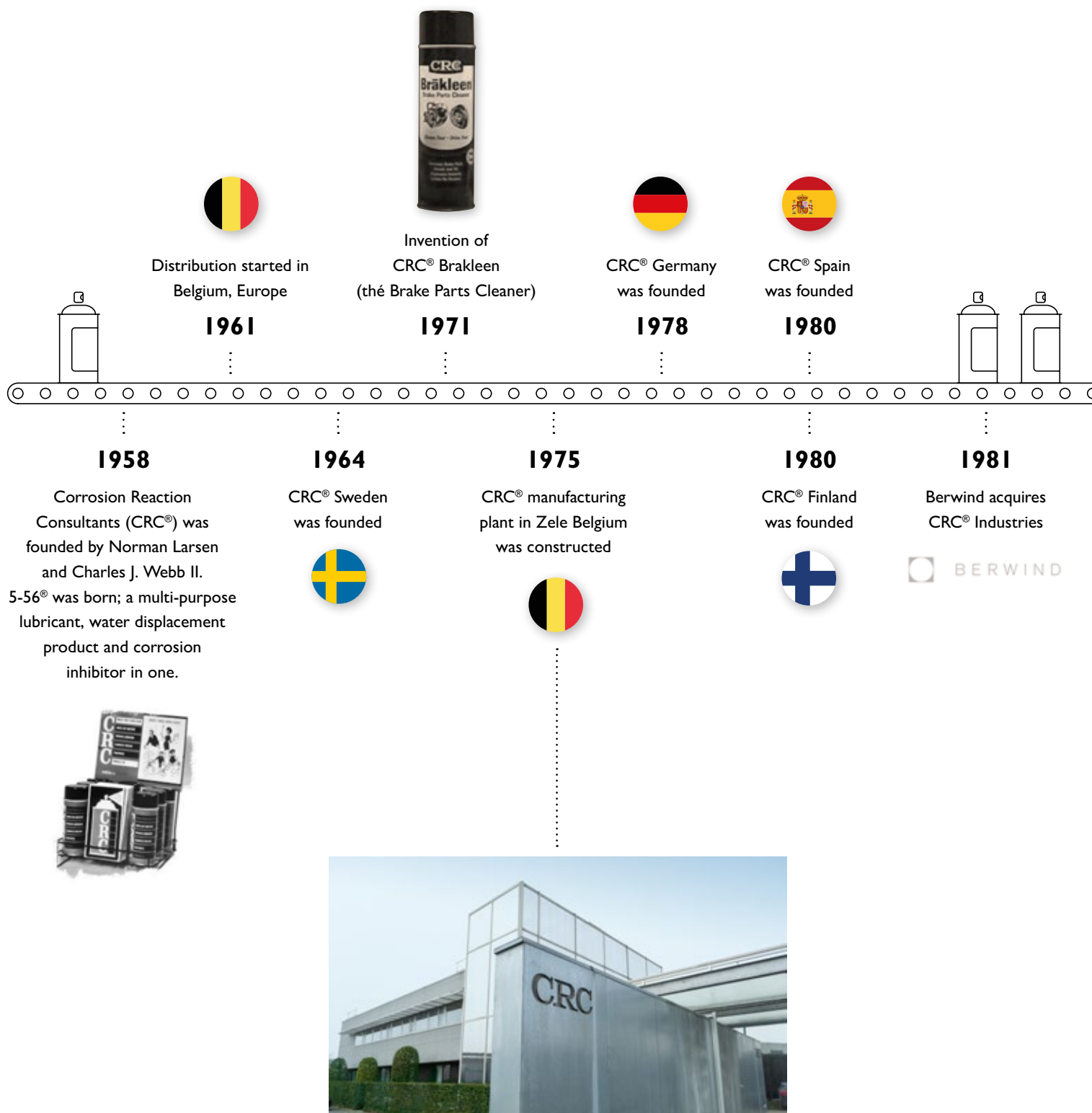
## OUR RESOURCES

- Global footprint, global capabilities
- Global ERP Platform
- ISO 9001 certified
- ISO 14001 certified (CRC® UK)



# PAST, PRESENT & FUTURE

We come a long way. Since the start of our company in 1958 we have grown into a worldwide expert in specialty chemicals for maintenance, repair and overhaul. Today we are more than ready to face all challenges on the road ahead.





German electronics brand acquired by CRC®

**1984**



Ets. Robert, a French supplier of industrial de-moulding products acquired by CRC® (today fully integrated in the CRC® brand)

**1998**

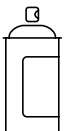
European Distribution Center (EDC) was constructed in Zele, Belgium

**2009**



The South-African brand, Q20® acquired by CRC®

**2017**



**1993**

French brand acquired by CRC®



**2004**

The UK brands, Ambersil & Servisol acquired by CRC®



**2016**

The UK brand, Action Can® acquired by CRC®



**2020**

Inauguration of the new R&D center in Zele, Belgium





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

**CRC® Industries Europe BV**

Touwslagerstraat 1 - 9240 Zele - Belgium

Tel. +32 (0)52 45 60 11

