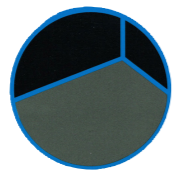




Product range



Car care



Floor



Roof

It is very important that you care for your vehicle by washing and waxing it occasionally. Hagmans offers one of the markets proven best programs for car care with one of the widest assortments available.

On the floor pages we have a wide assortment of both one and two-component products. Most are used for cement but also work with other materials, such as wood.

We have the markets most extensive program for treating and renovating sheet metal, paper, concrete and eternite roofs.



Private Label

References: **BOLONcoop** **BilXtra** **Flügger** **Nordsjö**

Hagmans Kemi AB • S-511 10 Fritsla • Tel: 0320-189 00 • Fax: 0320-723 94
info@hagmans.com • www.hagmans.com

www.hagmans.com

Advanced surface treatment

Hagmans Kemi AB is a family-owned company which was founded in 1942. We have a factory and offices in Fritsla, outside of Borås.

Our business concept

Hagmans develops, manufactures and sells chemical technical concepts for advanced surface treatments to customers throughout Scandinavia, who as a result achieve lower maintenance costs.

Through the means of our own competence and in collaboration with our chosen partners, we shall develop and commercialise innovative ideas based on modern and environmentally-friendly surface treatment techniques.



Today, the company has grown to produce a turnover of more than 100 MSEK and employ 44 staff. We are the country's leaders in the production of floor paints and professional floor coatings. We are Swedens largest producer of spackle products and, by a good margin, the countrys largest wholesaler of spray paints. Hagmans roof coatings are a well-known concept, as is our wide assortment of car care products, anti-corrosion agents and vehicle chemicals.

Our laboratory, located in Fritsla, has a large development division for floors, roofs and vehicle products. At other premises we have our manufacturing facilities, our warehouse and our offices with their management, marketing and economy divisions.

Our core values: - Quality - Reliability - Commitment - are the basis of our activities. We are known for our creativity with products which take new paths towards solve our customers' demands. We focus on the end user when we develop our products. With todays workforce costs, we know that products which can be quickly applied are important to our customers and in this we try to be the leaders.

Time axis



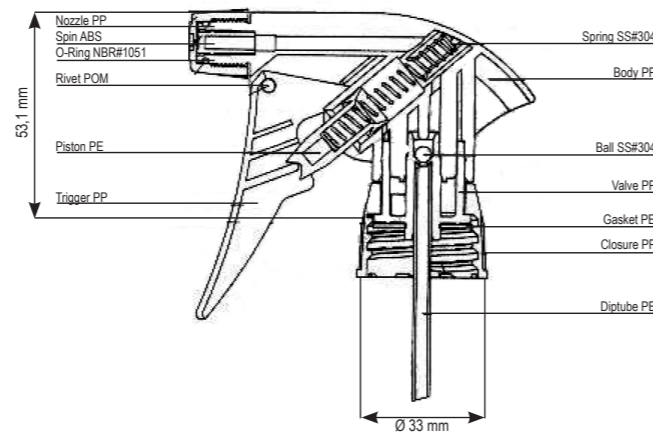
Private Label

Hagmans Kemi has created a niche in which we offer customers the chance to develop and build their own trademarks in the form of private labels. The concept includes all stages, from idea to end product. In collaboration with Hagmans Kemi you can expect an increase in sales and profit margin; however we also place great weight on developing an assortment which will strengthen the customers trademark, profile and company value in the long-run. It is important that our customers feel secure in their collaboration with us.

Why a Private Label?

- We help you to build up your own trademark.
- Give you the chance to decide your margin for the product.
- Manufacturing with us will avoid expensive intermediaries.
- You personally choose the level of quality and price for the product.
- Hagmans-manufactured goods withstand tough test requirements.

For more information about our Private Label concept, contact us at Hagmans.



Hagmans commitment

OFFER

- Production manager calculates each item
- KAM makes an offer

CONTRACT

- KAM/CEO makes an agreement
- Putting up new customer in our system

PACKAGING

- Selection of packaging together with customer

STRUCTURE

- Product manager put up structures for all items and labels

MSDS

- Hagmans provides MSDS

PRODUCT REPORT

- Hagmans will do product report if the label shows that Hagmans is the producer

DESIGN

- Hagmans provides label data
- Hagmans has the contact with the printing house

ORDER

- Hagmans puts the order in our system

PRODUCTION PLANNING

- Hagmans plans for the production together with the customer

PURCHASE

- Raw material, labels and packaging will be ordered on basis from the forecast

PRODUCTION

- Normal production time is approx 5-8 weeks after approved label and order set up in our systemet. Production time depends on type of range and volume

DELIVERY

- Delivery after agreement

Customer commitment

- Customer will give prognosis on each item

- Customer makes agreement with Hagmans
- Customer provides all contact information to Hagmans.

- Selection of packaging together with Hagmans.

- Customer will do product report if the label not shows that Hagmans is the producer

- Customer provides original and approv this before print
- Customer will pay for repro and kiché costs

- Order will be sent to Hagmans.

- Customer will give prognosis on each item with 6 months planning in advance

*Written