



HELLO CERAMIC PRO FAMILY

I do apologise for the delay in sending out the Ceramic Pro Chronicle, I have been tackling some of the tasks that I did not manage to complete late last year.

I believe that this year will bring abundance, success and many open doors for the Ceramic Pro Network.

I now have an assistant, Jade Pratt who will be introduced to you at the next Franchise meeting on the 26th of February. We have an exciting line-up of women empowered workshops throughout the country, a Supercar meet greet in Cape Town, and Nampo in May as well as an exciting opportunity with Ignition TV.

More about this at the next Franchise meeting. Looking forward to seeing you all soon.

Cindy Schutz



BIRTHDAY WISHES

Belated wishes go out to all the January and February Babies:

Nigel 6th January (Zimbabwe)
Lee 13th January (KZN)
Errol 18th January (CP Holdings)
Shaahir 26th February (KZN)

Happy Birthday to the March babies!

Cindy 3rd March (CP Holdings)

Yolandie 20th March (Boksburg)

TIAGO VELOSO

Welcome to 2020, Although we are already half-way into the first quarter, 2020 has started off with a bang. I think it is safe to say that 2019 was a tough and a very challenging year. Last year, we created many inroads in various sectors of the market. I think 2020 is going to be an equally tough yet positive year for Ceramic Pro. Economically South Africa, which is teetering on the cusp of collapse, might just see the light at the end of the tunnel. Moody's & Finch is scheduled to review South Africa's Baa3 credit rating in March which could affect our current economic stand-point. The poor economic performance is solely due to domestic challenges rather than external factors such as the corona-virus outbreak. A downgrade would see South Africa lose its place in investment grade indexes. The news seems to only report on negative outlooks for the economy but that doesn't mean we should be negative; it is times like these where many opportunities present themselves.

We kicked off this year welcoming our newest franchise in Durban, the first of many to come in the KZN region. Bloemfontein, reported their highest month since inception for December 2019 and are currently putting their final touches on their brand new store, which I eagerly await.

As you all know, our team is constantly busy with new projects in the effort to enter new sectors of the market. We have some big projects which everybody is currently busy with:

1. Motus South Africa – Looking at creating a solid relationship and a national deal
2. Anglo Platinum – After over a year of back and forth, we are 95% complete on becoming a vendor.
3. CAA Approval – We are currently in phase two of our product approval
4. BarloWorld – Looking at creating a solid relationship and a national deal for both Automotive and heavy machinery

This year I will be dedicating a great portion of my time and focus on the expansion into more African countries such as Botswana, Ethiopia, Zambia, Tanzania & D.R.C. Ghana is 90% complete and we look forward to the official opening soon. Kenya is currently expanding as they prepare to open their second store in Nairobi. Zimbabwe has currently penetrated the aviation industry and too are looking at opening a second store soon. Mozambique is currently looking at starting construction of their new store at one of the most popular destinations in Maputo. Our African countries have been doing extremely well and have been expanding at a phenomenal rate.

There are many exciting things happening and some excellent opportunities within our network and It is very exciting to see Ceramic Pro grow. Lets make 2020 our year!

LEIN SCHUTZ

Exciting times ahead!

Compliments of the season to all! (Belated)

It is an understatement to say that we have had challenging times of late. But challenges build character and with a clear focus on your goals you can achieve things beyond your expectations. There have been casualties and there have been successes and this will continue to be the case as we grow and evolve as a Brand. The one thing that we will stick steadfastly to is the fact that we do not sell our product to the end user, but sell only to our Franchise network to ensure the integrity of our product and profitability to our Network. This is something our competitors have not seen the value in and continue to sell over the counter to anyone. While this may bring quick profit in the beginning, the mystique of the product is lost and thus has a short-term life span. With focus on this aspect of our strategy, we will ensure our products and applications remain relevant in a turbulent economy.

We have pleasure in announcing the roll out of our new paint protection film, KAVACA! We have brought Jaco Pienaar on board as the National Manager of this Brand and look forward to adding another revenue stream to our Franchisees businesses.

Our Care Plus, Interior and Glass packages will kick off in March with some of the large automotive groups keen to pilot these packages to their clients. With the effort that is being focused on a sustainable National Deal we are confident that we will secure constant workflow in the first half of 2020.

We have shops opening in Pinetown KZN and a brand-new facility in Bloemfontein, which promises to be a fantastic complement to our growing Brand!

Well done to all of you and I look forward to your growing success.

ERROL FERREIRA

I would like to take this opportunity to let you know of a few exciting changes and methods we will be introducing.

Sport

We have decided to supersede Sport with Care+ due to the improved quality and durability that Care+ can deliver. For maintenance, the Care+ is applied in the same way as the Sport, on a damp vehicle.

For a Care+ package, the Care+ is applied to a damp applicator and a dry vehicle.

This will mean that there will be a usage difference between a Maintenance and a Care+ package.

Stock Take Methods

We have been running trails on the stock take methods using a scale to weigh the products left to create a more accurate stock on hand and usage report. This will be included soon to your Doc Pro system. Usage weights will also have to be added to logging your warranty.

Polishing

We have been testing various polish compounds and polish mop combinations over the past few months and we have come up with fantastic combination. Most vehicles will be able to be polished in one step. By changing the mop, we can almost eliminate the use of a Finishing Polish. The new method reduces polishing time, easier clean up and stock holding.

I would once again like to thank you all for welcoming me to the Ceramic Pro Family.

JACO PIENAAR

Hi their guys. Jaco here from the Kavaca division. I cannot wait to meet everyone and get the training on the PPF started. We have only the best products to offer our clients, and I'm super excited to be a part of the team that's going to bring it to the next level and revolutionize the industry!

Women Empowerment Workshop 14th Feb 2020



You can't
live a
positive life
with a
negative mind



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