



**CERAMIC PRO – BE CAREFUL, BE AWARE,
BE SAFE**

Birthday Wishes:

Jaco - 8th June (Head Office)

Luke - 17th June (Cape Town)

Damien - 17th July (Bloemfontein)

Lein - 25th July (Head Office)



TIAGO VELOSO

Pandemics are unlike any other challenge we face as leaders. There are no words to fully

describe the feeling of dread when you find out one of your colleagues has fallen ill. There are also no words to describe the feeling of pride when you hear of a colleague going out of their way to help others in hard hit areas of the world. The situation we are all faced with is new and uncharted.

As a leader, you want to always have the right answers and know what to do, but these last few months have plunged many of us into a situation that most have never faced before, and one that lacks clear answers to navigate this situation, and what they have learned from past challenges.

I also wanted to share with you what we have seen successful leaders do in the past to drive leadership performance and accelerate development in a time of crisis like this:

- **Take note of what this moment reveals about your leaders:** During the 2008-09 financial crisis, many companies found that a surprising share of their leaders were unwilling or unable to lead in a challenging environment. Many also found that they had underestimated leaders who stepped up in unexpected, critical ways. Take note of what this period reveals about your bench. The coming months will expose empty suits and surface hidden gems.
- **Play offense and defense:** The biggest shifts in a sector's competitive rankings occur during moments of uncertainty, including downturns. Defensive measures are essential, but the best leaders also think strategically about opportunities to go on the offensive. This lesson applies as much to talent strategy as it does to business strategy.
- **Provide rising leaders with the latitude to lead:** During a crisis, executives have a natural tendency to assert control, stripping away leadership responsibility from their direct reports in an effort to mitigate risk. As a result, rising executives become operators and executors, not leaders and decision-makers. Your team's leadership skills will atrophy, and those weaknesses will echo through your leadership ranks for years afterwards.
- **Don't assume that we will soon enter a buyer's market for talent:** External hiring for top talent is about to get much harder. In environments characterized by extreme uncertainty and risk, high performers in stable roles often become highly risk averse and unwilling to risk a transition, even when unsatisfied with their current situation. Many forecasters believe that we are heading towards a buyers market for talent. We are not.

This is a shared challenge we are all facing together. We stand ready to assist with any help or guidance you may need. Be safe and keep positive.

LEIN SCHUTZ

To say that we are in the midst of uncertain times is an understatement!

With our Government changing its narrative every day, it becomes difficult to remain positive and upbeat about the future.

A trend I have noticed is that people are willing to spend, particularly the people with money, as in the high-end vehicle car park.

These are the people we need to target and bring into the Ceramic Pro fold. The fact that everything can end suddenly has sparked a new wave of thinking. And that is to take advantage now of what you might not have a chance to have later.

Our usual selling points of ensuring a vehicle remains in a pristine condition longer, that wear and tear items are protected for longer and that money can be saved by coating certain products will always bear fruit and we must focus on what it is we can offer both short term and long.

On another note, our KAVACA sales have skyrocketed and our Benoni branch is wrapping vehicles on a daily basis. Our KZN Franchise is growing their window tinting section rapidly and it is a fact that in uncertain times, diversity is how to ensure a business remains current and competitive.

The necessity for a price increase may have lowered the Gross Profit ratio slightly, but our ancillary products still remain competitively priced and below market related.

Stick to your guns and persevere, every glass is half full.

CINDY SCHUTZ

A warm greeting to the Ceramic Pro family in this cold and windy winter. Our entire world is in turmoil at the moment and during these difficult times, let us be grateful for our families, loved ones, homes, businesses, our staff and customers.

We are all troubled and anxious about the future and we now have a "new normal"; wearing masks in all public places, restrictions on alcohol and cigarettes, new curfews, no social gatherings, high unemployment rates...and the list goes on. We are creatures of habit and we don't take kindly to change. It is during tough times that we need to reflect on what is important in

our lives and what do we need to do and how we need to adapt to survive this pandemic. Lets strategize, its now all about survival for the foreseeable future. I hope that you, your families, staff and customers are safe during this pandemic, stay strong and remain optimistic.

MARKETING

Due to COVID-19, Nampo 2020 has been cancelled for the year. Our place is secure for Nampo 2021, May. We were seriously looking forward to this year's event, but as they say, everything happens for a reason, As we all know August is dedicated to Women. Ceramic Pro Holdings will be hosting 2 Women Empowerment Workshops in Gauteng. If any Franchise is interested in hosting a workshop in the month of August, let me know and I will assist. For these, we will only be allowed to have 20 or less ladies attend.

ERROL FERREIRA

Exciting news to uplift the spirits, we have recently started Ceramic Pro Benoni within the premises of Dada's Motorland. A great opportunity for Bossie and his team to be associated with this well-known brand.

We have also started to break into the aviation market with coating the interior of a few aircraft's as well as the outside of a Sling 2. The aircraft owner hangers his aircraft at the coast and was concerned with the corrosion issue he was constantly facing. We coated the top half of the aircraft with Ceramic Pro Bravo and the lower with wheel and caliper. As you can see by the pictures it was a superb finish and a fantastic job.



JACO PIENAAR

This has been an interesting time in everyone's life and I hope you are all safe and well.

KAVACA has made a serious impact on the Paint Protection Film industry worldwide these past few months and Im happy to say that we are doing our share to keep vehicles as protected as possible!

Congratulations to Carel from the Free State branch on passing the Training course earlier this month as well as a big congratulations to our Benoni branch for having 15 fitments already and still going!

There is so much potential out there and it warms me knowing that everyone is doing their part and keeping the brand going to the heights it rightfully deserves.

Lets all work through these trying times and show people why we are the best at what we do!

#KAVACA

#GetCoated

Dear Franchisees,

Due to the current worldwide pandemic, which has in fact effected our economy and socio-economic events, we are left with no alternative but, to adjust our pricing accordingly. We have however over the last financial period made no adjustments to the Ceramic Pro pricing structures and we absorbed the rate fluctuations the the best of our ability.

The ZAR has weakened significantly against the USD since December 2019. At the start of the COVID pandemic, we saw the ZAR at 19.35 to the USD. We find ourselves forced to institute a price increase effective **1 August 2020**.

- 50ml Products: 8.35%
- 300ml Products: 8.65%
- 1lt Products: 9.00%



CERAMIC PRO PRICE INCREASE AUGUST 2020

PRODUCT	SIZE	Price	% INCR	FINAL EX VAT
CP 9H	50ml	R 2 573,83	8,35%	R 2 788,74
Cp Top Coat	50ml	R 1 189,45	8,35%	R 1 288,77
CP Leather	50ml	R 899,38	8,35%	R 974,48
CP Plastic	50ml	R 899,38	8,35%	R 974,48
CP Glass	50ml	R 957,00	8,35%	R 1 036,91
CP W&C	50ml	R 1 075,55	8,35%	R 1 165,36
CP Nano Primer	50ml	R 292,23	8,35%	R 316,63
CP Textile	300ml	R 549,35	8,65%	R 596,87
CP Cleaner	300ml	R 410,65	8,65%	R 446,17
CP TAG	300ml	R 1 325,00	0,00%	R 1 325,00
CP IRON X	300ml	R 511,96	0,00%	R 511,96
CP Care+	300ml	R 936,09	8,65%	R 1 017,06
CP Strong	1000ml	R 12 585,65	9,00%	R 13 718,36
Marine				
CP Marine	250ml	R 8 998,00	8,35%	R 9 749,33
CP Bravo	100ml	R 7 980,00	8,35%	R 8 646,33
CP Squall	100ml	R 4 795,00	8,35%	R 5 195,38
Kavaca				
Self Healing	1.52x15m	R 24 500,00	9,00%	R 26 705,00
Ceramic Coated	1.52x15m	R 22 000,00	9,00%	R 23 980,00
Kavaca Black	POA			
Kavaca Matt	POA			
Window Films				
5% VLT Charcoal 25 micron non safety film	1.52x30m			R 3 134,78
15% VLT Charcoal 25 micron non safety film	1.52x30m			R 3 134,78
35% VLT Charcoal 25 micron non safety film	1.52x30m			R 3 134,78
50% VLT Charcoal 25 micron non safety film	1.52x30m			R 3 134,78
Safety Window Film				
5% VLT Charcoal 100 Micron safety film	1.52x30m			R 5 665,22
20% VLT Charcoal 100 Micron safety film	1.52x30m			R 5 665,22
35% VLT Charcoal 100 Micron safety film	1.52x30m			R 5 665,22
50% VLT Charcoal 100 Micron safety film	1.52x30m			R 5 665,22
Clear - Clear 50 micron safety	1.52x30m			R 4 334,00

Along with the increase in product pricing we will also be adjusting the package pricing by 10%. This will be adjusted accordingly on Signio and Seriti Platforms to the dealers as well.

DEALER PACKAGES (All prices are excluding VAT)

PACKAGE	VEHICLE TYPE	PACKAGE PRICE	DEALER COST
BRONZE	SEDAN	R 6 600,00	R 5 280,00
BRONZE	SUV	R 7 920,00	R 6 336,00
SILVER	SEDAN	R 7 700,00	R 5 940,00
SILVER	SUV	R 9 240,00	R 7 128,00
GOLD	SEDAN	R 11 880,00	R 8 800,00
GOLD	SUV	R 14 256,00	R 10 560,00
PLATINUM	SEDAN	R 23 650,00	R 18 700,00
PLATINUM	SUV	R 28 380,00	R 22 440,00
DIAMOND	SEDAN	R 51 150,00	R 38 500,00
DIAMOND	SUV	R 61 380,00	R 46 200,00
CARE +	SEDAN & SUV	R 3 300,00	R 1 650,00
GLASS (Windscreen only)	SEDAN & SUV	R 2 200,00	R 1 320,00
INTERIOR (Seats, carpets, mats)	SEDAN & SUV	R 3 850,00	R 2 200,00

MOTORBIKES

GOLD	BIKE	R 6 600,00	R 4 950,00
PLATINUM	BIKE	R 7 700,00	R 6 050,00
HELMET	ACCESSORIES	R 1 100,00	R 550,00
KIT	ACCESSORIES	R 2 200,00	R 1 100,00

On a more positive note, we have signed a distribution deal with a cost-effective good quality paint protection film company that supplies a PPF with a three-year warranty specifically for dealership work and second to third tier vehicles whose owners may not be in a position financially to purchase a top brand PPF like KAVACA.

This film is only recommended for this purpose and will not have the capabilities that top tier vehicles require from a PPF and thus cannot be sold as such. The dealerships want low cost film and do not care about warranties and self-healing and use very poor-quality films. With that in mind we need to place our Franchisees in a position to compete at any level and secure work with the same margins across the range of vehicles and customers.

It is the responsibility of the Franchisee to ensure that he has trained staff in place or has employed a skilled PPF installer to ensure success in this venture. Jaco has not been employed as a travelling PPF installer, he is our National Training Manager and will be used in this regard in the future.

We will release costings on our new film in the coming weeks.

What are the common symptoms of COVID-19?

- Fever
- New continuous cough
- Shortness of Breath
- Tiredness
- Muscle aches
- Congestion or runny nose
- Headaches
- Sore throat
- Loss of taste/smell
- Nausea or vomiting
- Diarrhoea



COVID-19 STATISTICS IN SA

				
2 802 211	452 529	274 925	7 067	7 096
TESTS CONDUCTED	POSITIVE CASES IDENTIFIED	TOTAL RECOVERIES	TOTAL DEATHS	NEW CASES

MONDAY
27
JULY
2020



Learn more to Be READY for #COVID19:
www.sacoronavirus.co.za

Covid-19 public hotline: 0800 029 999
WhatsApp 'Hi' to 0600 123 456



health
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REPUBLIC OF SOUTH AFRICA



Positive Mind
Positive Vibes
Positive Life



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