



**Marketing projects**



**Website**

**Digital catalogue**

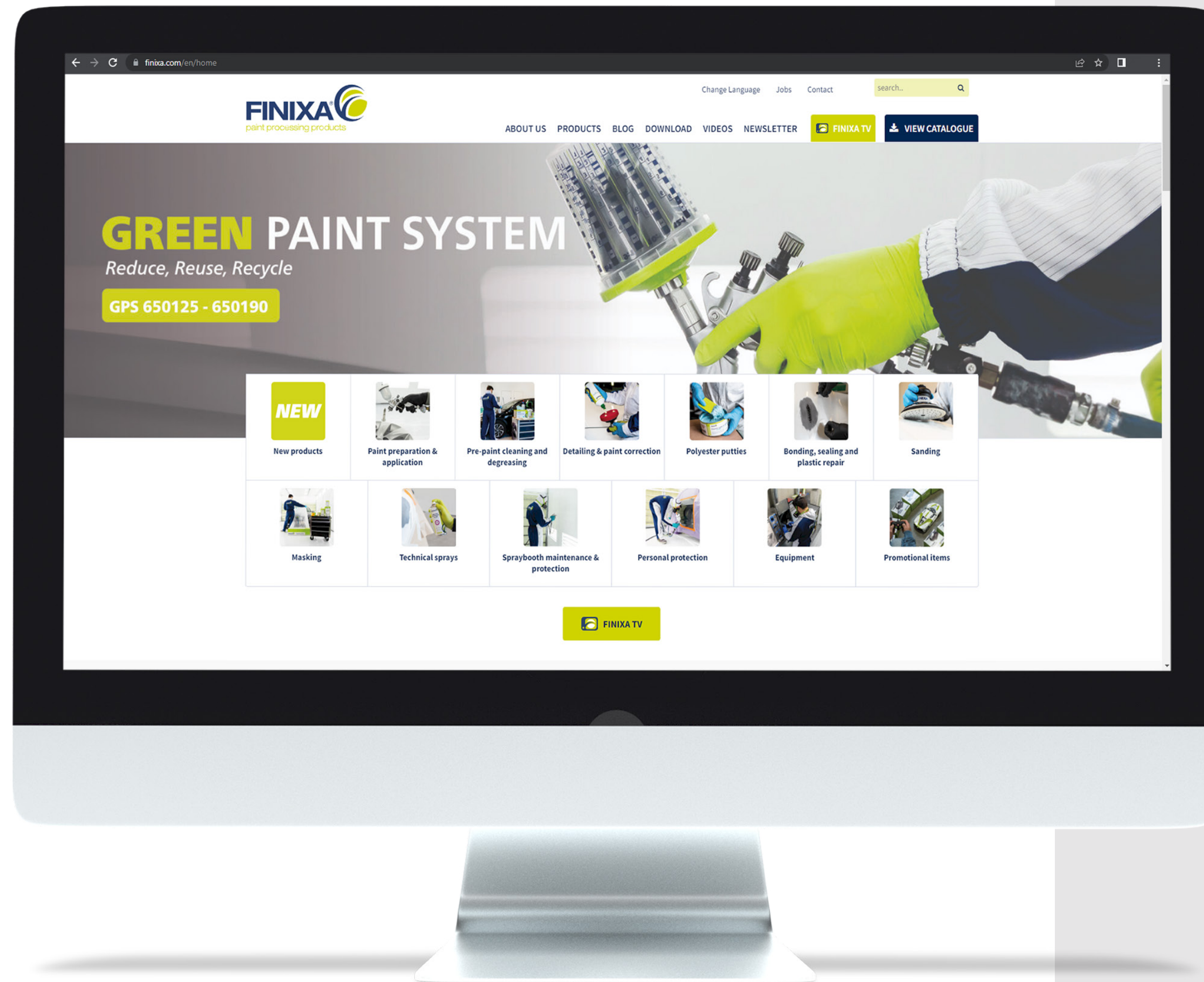
**Finixa TV**

**Sustainability**

**ISO 9001 & ISO 14001**



Website



www.finixa.com

- Homepage
- About us
- Products by category
- Product page
- Search bar
- Blog
- Downloads
- Newsletters
- Finixa TV
- Digital catalogue

Website





## Digital catalogue



- Index on the left
- Index pages in catalogue
- Grey pages
- Video links to Finixa TV
- Search bar
- ABC list
- Download button
- Share button

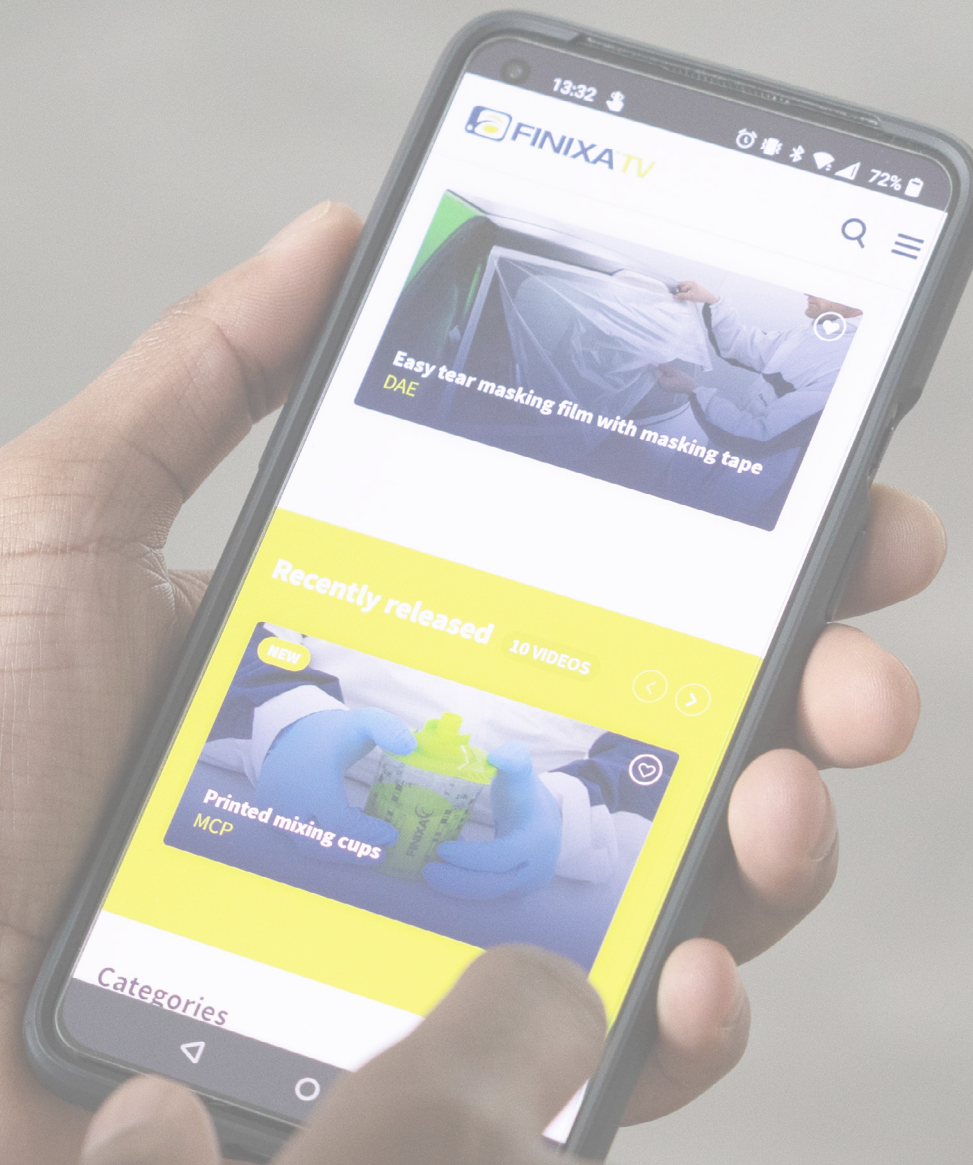
Catalogue





# Finixa TV

**VIDEO =  
MAIN FOCUS  
IN 2023**



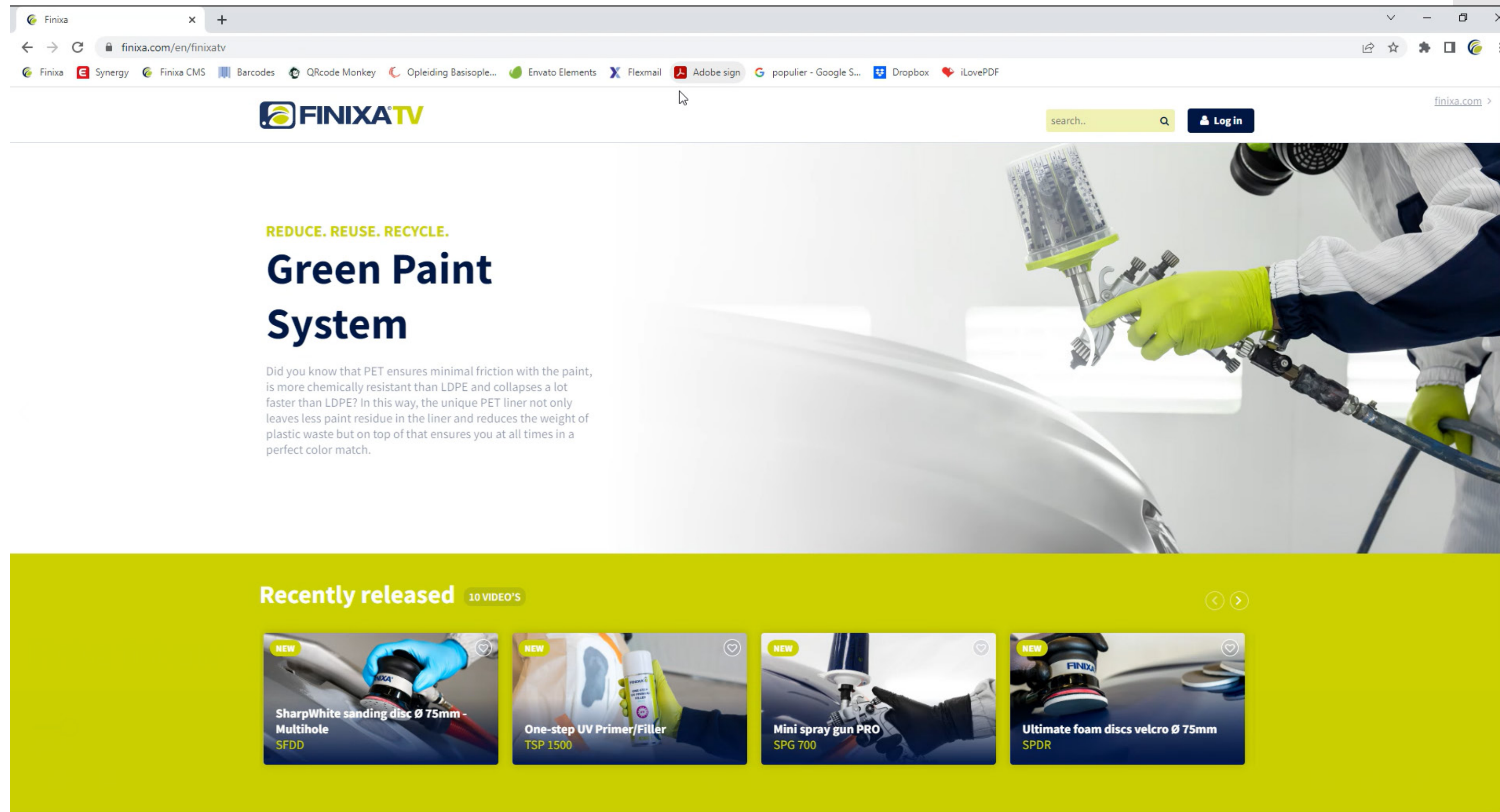
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## Finixa TV





# Finixa TV



- Products categorized by modules
- Similar layout as Netflix
- Search bar for a quick and effective search
- Personal account to save favorite videos
- Rating videos from 1 star to 5 stars
- Highlighted products on top
- Recently released videos
- Pop-up screen with every video: short introduction, link to product page on our website, rate and/or favorite video and ofcourse watch the video

## FinixaTV





# **Finixa & sustainability**

- Finixa forest
- Finixa Beehives
- Sustainable products
- ISO 9001 - 14001 certificates



GoForest



Together we plant a

# FINIXA FOREST



GoForest x Finixa\_1

0:00:05



0:01:45



Beehives

# Saving bees, supporting beekeepers



Ecological alternative  
for carnauba wax  
**less deforestation**  
**better for environment**

- Collaboration with Belgian company : **Nectarist**
- **Carnauba wax** is actively used in a lot of products
- We found an **ecological solution** : **bees wax** already used in our products: Dry wash, spray wax, new formula of car shampoo,...
- **Inhouse development of products + cooperation with Belgian producer = local production**
- Bees wax also greatly improves the **quality** of our products
- **Beginning 2023** : own production of bees wax : starting our own beehives



## Sustainable products

**We work on finding solutions to replace polluting products  
by high-performing sustainable alternatives**

### **WATERBASED PRODUCTS**



### **AMMONIA FREE PRODUCTS**



### **BIODEGRADABLE PRODUCTS**



### **LESS USE OF PLASTIC**



### **SUSTAINABLE WORK PROCESS**





## Waterbased products



**All in one  
Car shampoo**

**CSH 05**



**waterbased  
degreaser**

**DGR**



**1-step polish  
paste**

**DGR**



**Machine and  
hand wax**

**MHW 05**



**Black tyre gel**

**BTG 05**



**Dry Wash**

**DRW 05**



**Spray wax**

**SPW 05**



**Foam it!**

**TSP 600**



**Plastic renewal  
gel**

**PRG 05**



Green Paint System

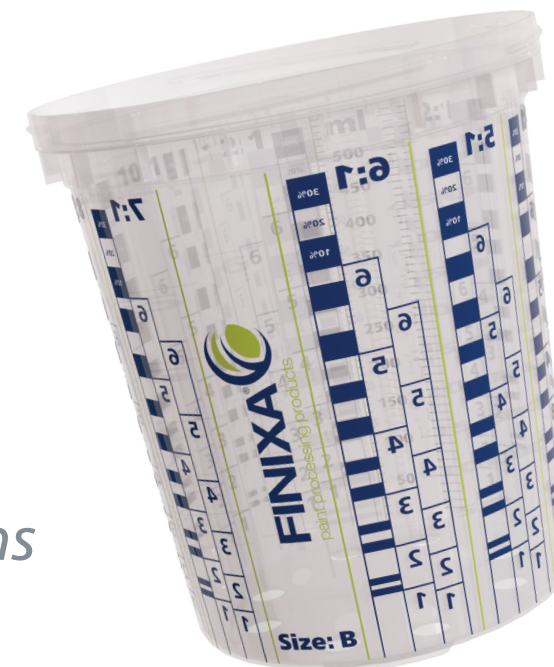


## WHAT'S SO COOL ABOUT OUR... **REUSABLE OUTER CUP.**

- ✓ *It's reusable, so less waste*
- ✓ *10 different mixing ratios to suit any project*
- ✓ *Optimized height-width dimensions for more accurate measuring*

### GREEN PAINT SYSTEM

**GPS 0650**





Green Paint System



## WHY YOU SHOULD GET... **AN ULTRA-THIN PET LINER.**

- ✔ Ensures minimal friction with the paint
- ✔ More chemically resistant than LDPE
- ✔ Collapses a lot faster than LDPE
- ✔ Reduces the weight of plastic waste
- ✔ Perfect colour match

### GREEN PAINT SYSTEM

**GPS 0650**



**50% LESS  
PLASTIC**  
compared to other  
traditional systems  
on the market



Green Paint System

## THERE IS A **LID** **FOR EVERY CUP.**

- ✓ *Lightweight lid with integrated strainer*
- ✓ *New strainer design for a better spray result*
- ✓ *Different color for each strainer size*

### GREEN PAINT SYSTEM

**GPS 0650**





Green Paint System



## NEVER **THROW AWAY** **LEFTOVERS** AGAIN.

- ✓ *Store leftover paint easily!*
- ✓ *20 caps included with Green Paint System*
- ✓ *Also available separately*

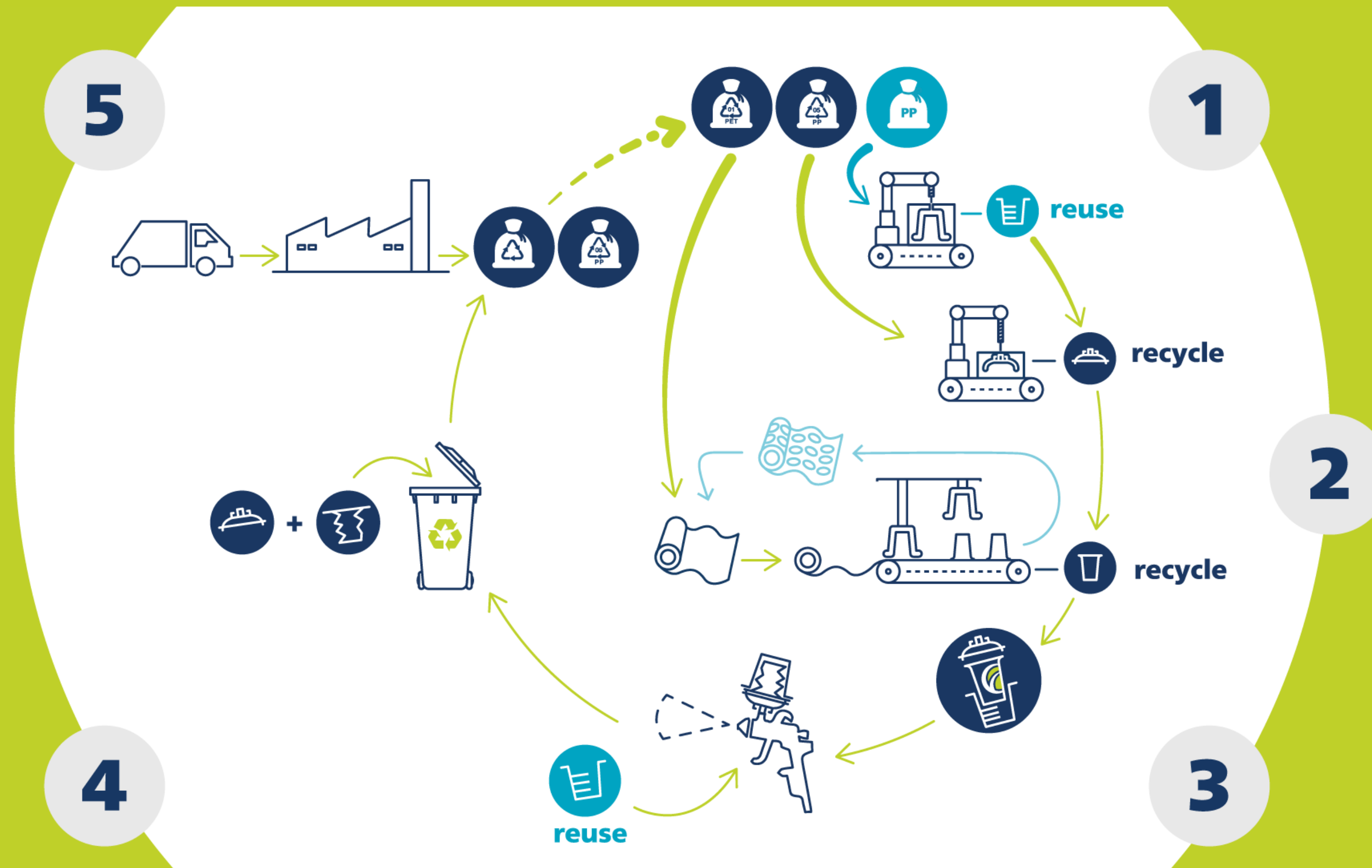
**GREEN PAINT SYSTEM**

**GPS 0650**





# Green Paint System



**We are very proud of our production process.  
No losses are made in the production of our system.**

**We recycle and reuse the waste of the process  
and in this way, we save up to an incredible  
50% plastic in the production process.**

**GPS Blog**





ISO 9001



### WHAT?

Sets out the requirements for a quality management system. It helps businesses be **more efficient and improve customer satisfaction.**

### MEANING?

Principles including a **strong customer focus** and **continual improvement.**

### IMPLEMENTATION?

**Improving customer satisfaction :**  
Registration and follow-up of product complaints within 24 hours, immediate order confirmations, internal workflows to increase efficiency,...

### HOW DOES THIS HELP US AS A COMPANY?

- Improve customer experience
- Increase productivity and efficiency
- continual improvement

*We uphold the responsibilities that come with this certificate and keep improving ourselves and our products for a better world*



ISO 14001



### WHAT?

Environmental management system certification

### MEANING?

**Tool** that shows company management, employees and external stakeholders how you **handle your environmental impact**

### IMPLEMENTATION?

Projects like Goforest, beehives, etc

Eco-friendly products like Green Paint System, Waterbased degreaser, etc

### HOW DOES THIS HELP US AS A COMPANY?

- Improve resource efficiency
- Handle our environmental impact
- Reduce waste
- Improve production process (Green Paint System)
- Provide assurance that our environmental impact is being measured
- Handle our environmental impact
- We only work with carriers who are also ISO 14001 certified
- ...

***We uphold the responsibilities that come with this certificate and keep improving ourselves and our products for a better world***

**Thank you**