



Clean Plus Auto Care is Coming to North America

Clean Plus Brands successfully launched its new line of auto care convenience-wipes, liquids and sprays for cleaning and polishing in Europe in 2003, now the Brand is scheduled to launch in North America at AAPEX in November at Las Vegas.

([PRWEB](#)) October 9, 2004 -- Clean Plus® Auto Care® **Plains** Place for the U.S.A.

This exciting new consumer line of Convenience-Wipes, Liquids and Sprays was developed in 2002 and successfully launched in Europe and Scandinavia.

Recently, at AutoMechanika, Europe's most important trade event for automotive aftermarket products, Clean Plus® Auto Care continued its advance with the addition of new customers and distribution agreements in additional European territories.

With sales of Clean Plus® Auto Care in Europe estimated to increase 25% in 2005, the expectation of a successful launch for North America is about to become a reality with major exposure for the line this November at AAPEX in Las Vegas, North America's most important trade event for the automotive products aftermarket.

Implantation of the Brand in the North American market represents a significant opportunity for the company. The original strategy for the product line included targeting the fastest growing segments of the auto care market: women and convenience oriented men, two targets which the competition (the dinosaurs of the business like Turtle Wax, Armour All and many others) have ignored.

These fast-growing segments of consumers exist in America in a big way according to our experienced, savvy American market experts who were responsible for developing the line, and who knew that if the Brand could gain significant acceptance in Europe, it would potentially become a break-through Brand in the States.

Leading up to the AAPEX event, our American marketing team is preparing to meet with major retailers such as Wal-Mart, Pep Boys, Auto-Zone and Home Depot; wholesale buying groups such as NAPA, and aftermarket auto care Manufacturers Representatives (the foot soldiers who make sales happen in the highly fragmented U.S. and Canadian markets).

A number of these sales organizations are considered to be industry experts in the chemicals segment. They have sampled our products and have expressed a keen interest in introducing Clean Plus® Auto Care to their buyers.

One particular comment from a seasoned hand in this business and former "Rep of the Year" for USA giant Armor-All suggests that, "Although the American auto care products market is brutally competitive, a fast, aggressive company like Falken Industries with Clean Plus® Auto Care can take shelf space from the slower-moving, long established dinosaurs that currently dominate the shelf."

Granted, Clean Plus® Auto Care is an unproven Brand in the North American market, but the Falken Industries team behind the Brand is indeed fast and aggressive, and recognizes the importance of putting its best foot forward into this enormous new market.



Patrick Nagle, Senior Marketing Consultant, shareholder in Falken Industries, and former New York advertising executive has thirty years of marketing/brand development experience. Nagle has been a key player in developing the packaging, positioning, and advertising-promotional strategy of Clean Plus® Auto Care. According to Nagle, "Our Brand has great potential. We have proven sales in Europe, and now North America will be exposed to a fresh, new and different, auto care line that will be welcomed by the fastest growing user segments. Our strategy for implantation of the Brand will reflect our proven ability to move quickly and take advantage of the slower moving, older brands currently in the marketplace."

Fellow American, John Carricaburu is AVP Marketing for Falken Industries and is responsible for keeping the Brand's strategy on track. According to Carricaburu, "We are aware that there are a number of ways for us to go into the North American market, and we are pursuing all potential avenues. Yes, market development and all of its ramifications will take time and we will effectively manage the roll-out with our experienced American, on-the-ground team. We are currently formulating our expectations for Year One in the U.S. and Canada, and we are enthusiastic about the prospects."

The Clean Plus® Auto Care Brand will be the wedge used to open North America for all Clean Plus® consumer and industrial cleaning products. The growth potential is there, the products are first class and offer end users "the right fit".

The North American marketing team is in place, and exposure of the Brand at AAPEX signals a major advance for the company.

You can check out our web-site listed below, but specifically, you can go to www.cleanplus.com/data/documents/catalogs/en_autocare_catalog.pdf to see our new catalogue.

You can go to www.cleanplus.com/data/documents/newsletter/en_090904_nl.pdf to read Clean Plus® Auto Care News, which pretty much tells you where we are.

We'd be delighted to send you some samples and materials for your review before the Show, so please let us hear from you.

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