

CHAMALEON



#companyprofile

about us.

Chamäleon is an international car refinishing brand. Our core business is manufacturing and distribution of high-quality car refinishing materials: putties, primers, clear coats, aerosol sprays and polishing compounds. We're available in 80 countries now and still expanding.

Our production facilities are mainly located in Germany and partly in the Netherlands. The central administrative office is located in Heidelberg, in the Rhine-Neckar triangle due to its ideal conditions to develop new expansion strategies and infrastructure.

Foundation of the first factory in Schwerte near Dortmund (Weber & Wirth Chemische Fabrik GmbH & Co.)

Introducing Chamäleon brand name

Renewal of the process and launch of the Chamäleon GmbH brand for the foreign professional market

1947

1965

2000

1953

First production of a polyester putty (one of the first in Europe)

1998

Integration of Weber & Wirth Chemie GmbH in MOTIP DUPLI GROUP



WHAT DIFFERS US ON MARKET



Made in Germany



Modern mentality



Continuously improving service



Very international team



Global thinking

Entry into the African market

2010

Entry into the USA market

2016

Logo facelift

2021

2002

Entry into the CIS market

2012

South East Asia market expansion

2018

Latin America market expansion

VALUE PROPOSITION



Logistics



Customer support/
service



Finance



Partnership/
good relationships

team.



To actively build and shape our Future is our key vision. Of course, we are proud to produce in Germany with the deep German tradition and dedication to Quality. This provides a solid base on which to develop a dynamic and up-to-date brand strategy. We clearly see ourselves as an international company with a team of dedicated and motivated professionals from different countries and cultures. The international focus of the company enables us to find the best solution for each market and customer. Each Team member is always eager to learn and develop himself so we can become the best partner and solution provider for our worldwide distribution partners and customers.

We feel that a customer relationship doesn't stop at just selling products but we try to provide an all-round package of customer service, marketing materials, communication and, if needed, even transport solutions

Even if the car refinishing market is still a very traditional market, we see big changes coming in new mobility trends, digitalization, environmental and globalization developments,



Sascha Hagemann,
Managing Director/CEO

which will change our industry significantly. For us, this is a great opportunity to shape the industry with our own visions and solutions. We are sure our young and ambitious team is ready for this new chapter!





I'm proud of a team full of great personalities, who love what they do and enjoy the steady improvements.



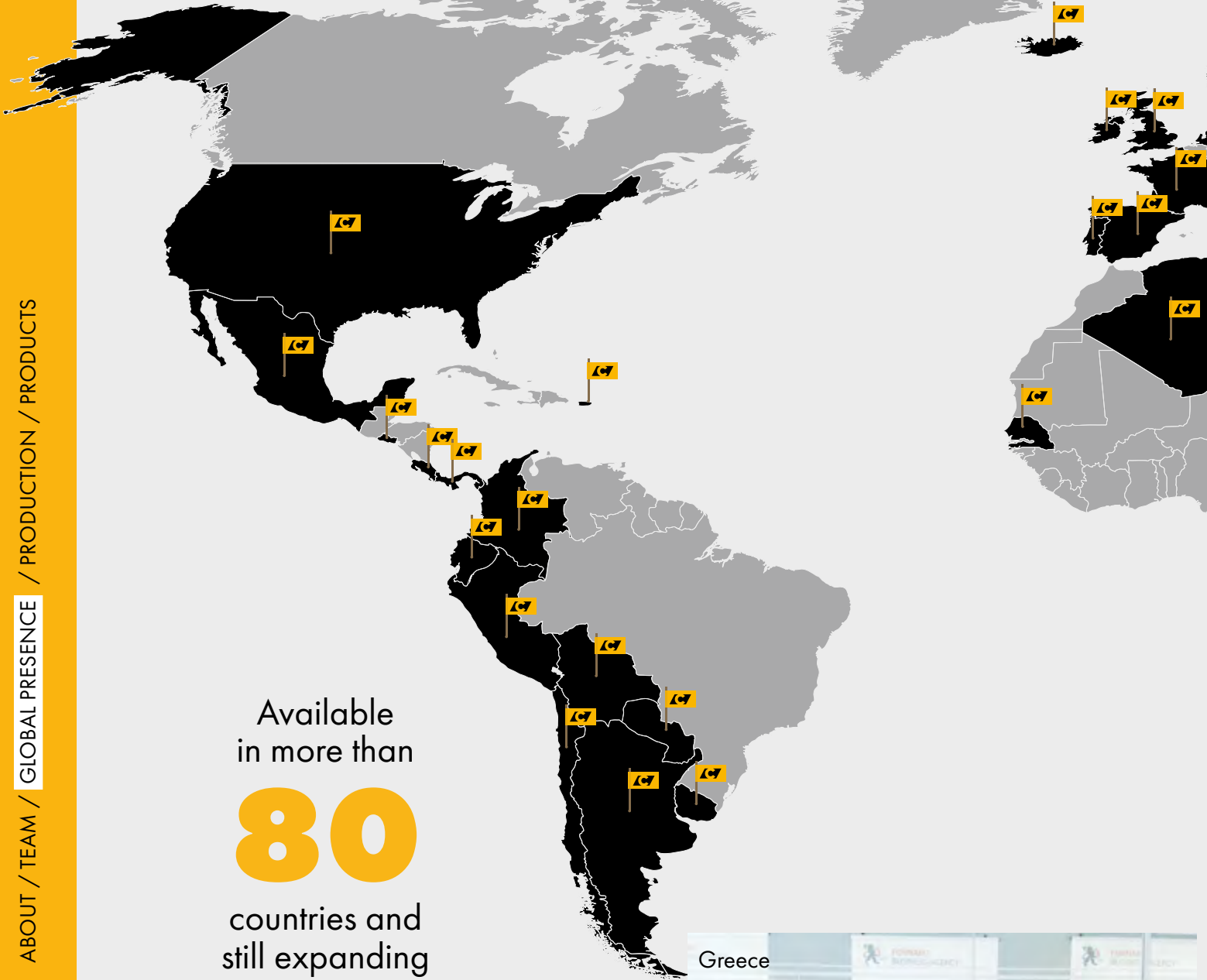
We have a company culture on a level playing field for all team members, it doesn't matter if you're a manager, production worker or whatever responsibility you have in our team. We follow the same philosophy in the cooperation with our partners all over the world because we understand very well that together we are all stronger and have the power to develop the future in our favour!

Sascha Hageman



global presence.

ABOUT / TEAM / GLOBAL PRESENCE / PRODUCTION / PRODUCTS



Available
in more than

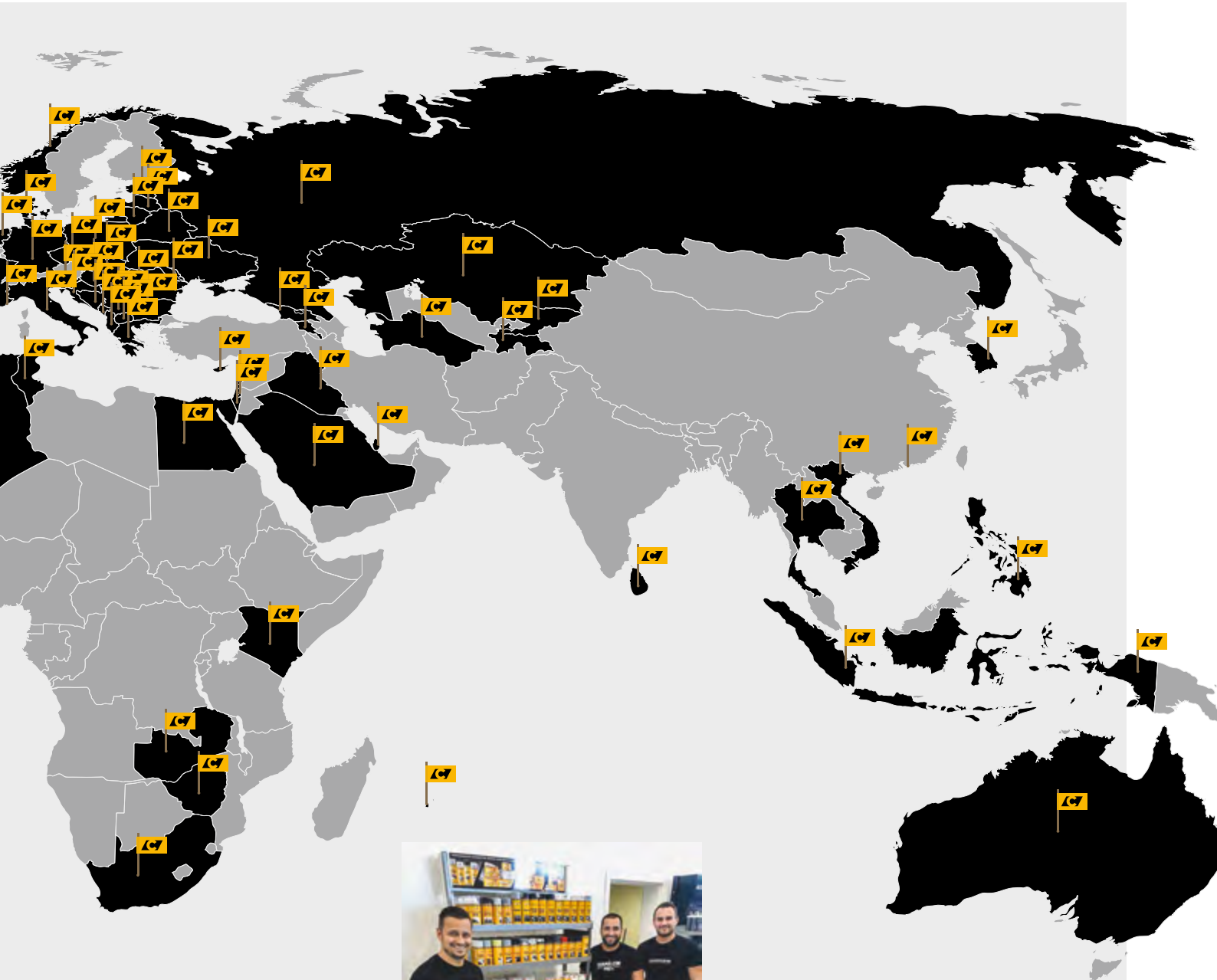
80

countries and
still expanding

The logistics facilities are located in Halle-Saale. It was decided to have the warehouse there instead of Heidelberg, because of the more central location closer to the seaports.



Greece



Chile



Slovakia

We are excited and greatly appreciate that we can represent a high-quality German car refinishing brand on our market: Chamaleon



Spain

production.

Loyalty to German tradition is key in the manufacturing of Chamäleon products. For us, this means that all articles must meet the highest standards set by German producers. In today's fast-paced world, we strive to always listen to the needs of our customers, improving our already high-quality products and expanding our range.



TÜV Thüringen



ISO 9001:2015



CHAMALEON



For us, the “Made in Germany” label is not only a reason to be proud, but also a great responsibility, which requires us to study the smallest details in the production of our articles.

products.



putties

We have more than 10 different putties and fillers in our product range. They are easy to apply, easy to sand and don't clog up the abrasives used. If you know about Chamaleon, you've probably heard about our putties.



clear coats

Dazzling shine, easy to polish, flawless coverage — that's what Chamaleon clear coats are all about. Note that the line also includes Express UHS Clear Coat, which dries in just 15 minutes at 60 degrees.



primers

Extremely fast drying primer and epoxy primer, Plastic Filling Primer and Wash primer. You'll find everything you need for body repair in our line of primers, including our bestseller, the new All In One Primer.



aerosols

Our line of aerosols includes over 30 different products. A quick and easy solution for any repair: for both professional and DIY-use.

products.



protection coatings

The Chamäleon protective coatings protect your car against corrosion, stone chips, salt and weak acids. Most of them have excellent sound-absorbing properties as well.

cham protect

Of course, we care about your safety when using our products. No result is worth your health. That's why we also have a range of protective gear with protective overalls, nitrile gloves, respirator masks and more.



sealants

We offer excellent quality polyurethane sealants for covering welding seams and filling up gaps between body elements. We also have a very good adhesive for wind screens suitable for all car brands.



thinners and degreases

Solvents, degreasers and special additives play a fundamental role in the repair- and painting process. You will find everything you need in our extensive product range. From universal solvents to elastifier to silicone remover, we have it all.

paints

We always have three basic paint colours, (white, black and silver) in stock, but with our modern ready-mix system we can produce any colour you need. We also offer BC Binder for mixed systems.



consumables

Using our specially designed consumables for car body repair will make your job a lot easier. We offer you a wide range of specialized products for your comfort.



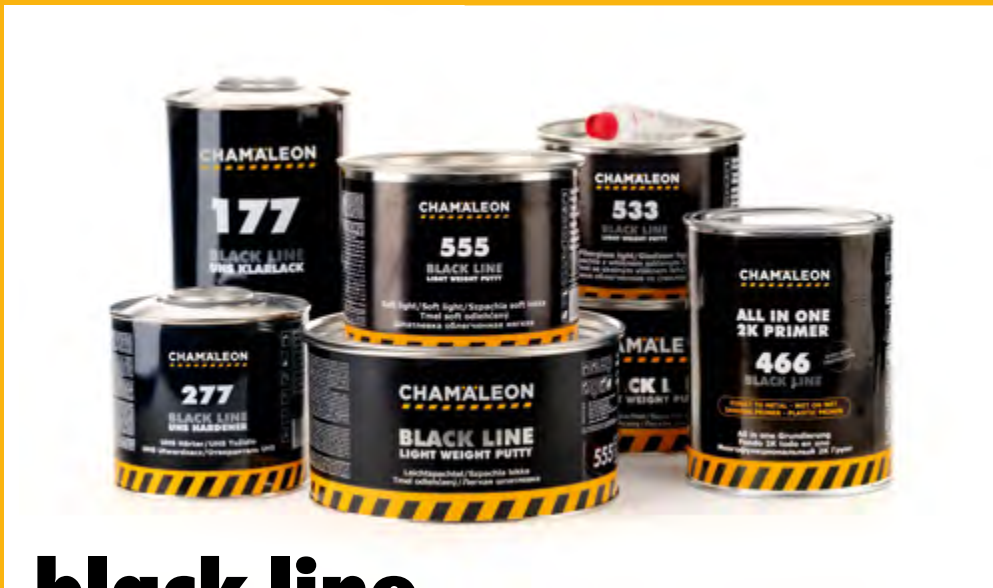
special lines.

PRODUCTS

PRODUCTION / GLOBAL PRESENCE / TEAM / ABOUT

efficient line

The Efficient Line is an innovative line for extremely fast and high-quality refinishing. Express primer and clear coats for air- and cabin dry - made with high quality components, ensure that the best result is achieved with a minimum of time and materials.



black line

Our Black Line is a line of products that provides a complete solution for the problems of the professional craftsman. UHS clear coats, lightweight putties and multifunctional primers are economical to use, easy to work with and always give a great result.





polishes

The LASER Line is specially designed for polishing after repairs and restoration of old tarnished paintwork. Thanks to the unique self-sharpening granule technology our polishes never lose their cutting edge. There are four products in the LASER line.



car care

To keep your car looking nice and clean, we've developed a special line of car care products which currently includes 5 products. With these, your rims, headlights, windows and interior parts will always stay fresh and clean. This line will be expanded in the future.

contacts.

CHAMÄLEON GMBH ↗

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