

ALMA F.R.C.

FINANCE RECHERCHE COMMERCIALISATION



ALMA F.R.C. GROUP PRESENTATION

ALMA F.R.C.

FINANCE RECHERCHE COMMERCIALISATION

ALMA F.R.C. is a world leader in
Leather Care and Shoe Accessories.



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ALMA F.R.C.'s 150 years of experience and tradition have enabled it to spread out over eight locations.



ALMA F.R.C.
FINANCE RECHERCHE COMMERCIALISATION



DISTRIBUTED IN OVER 85 COUNTRIES

LIST OF KEY COUNTRIES

EUROPE

Andorra
Austria
Belgium
Bulgaria
Channel Islands
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Latvia
Lithuania
Luxembourg
Monaco
Norway
Poland
Portugal
Romania
Serbia
Spain
Sweden
Switzerland
The Netherlands
Ukraine
United Kingdom

ASIA

China
Hong Kong
India
Japan
Korea
Malaysia
Russia
Singapore
South Korea
Sri Lanka
Taiwan
Thailand
Vietnam

AFRICA

Angola
Benin
Cameroon
Gabon
Mauritius
Morocco
South Africa
Uganda
Réunion
Island

AMERICA

Canada
Colombia
Ecuador
Martinique
Mexico
USA
Uruguay

MIDDLE EAST

Bahrain
Israel
Turkey
United Arab Emirates

OCEANIA

Australia
New Zealand
French Polynesia

KEY INFORMATION

ALMA F.R.C.



40,000,000 €

Total revenue globally in 2021.



180 EMPLOYEES

Our team is growing every year and expanding globally.



8 LOCATIONS

Our global network has eight locations.



85% ABROAD

85% of the annual revenue is created outside of France.



20,600 m² CAPACITY

Over 20,600m² of production and warehouse space.



80 COUNTRIES

Sold in over 80 countries, and the network is growing every year.



CERTIFICATIONS

Two Living Heritage Company (EPV), FSC, Certification ISO 14001.



8 500+ PRODUCTS

Our extensive product range is the largest in our sector.

FAMILY ENTERPRISE

Avel was founded in 1977 by Mr Alexandre Moura. His son Marc Moura became the President in 2004, and is also the current President of *ALMA F.R.C.*

The worldwide success of our products is due to the value and the spirit that have been passed down over three generations.

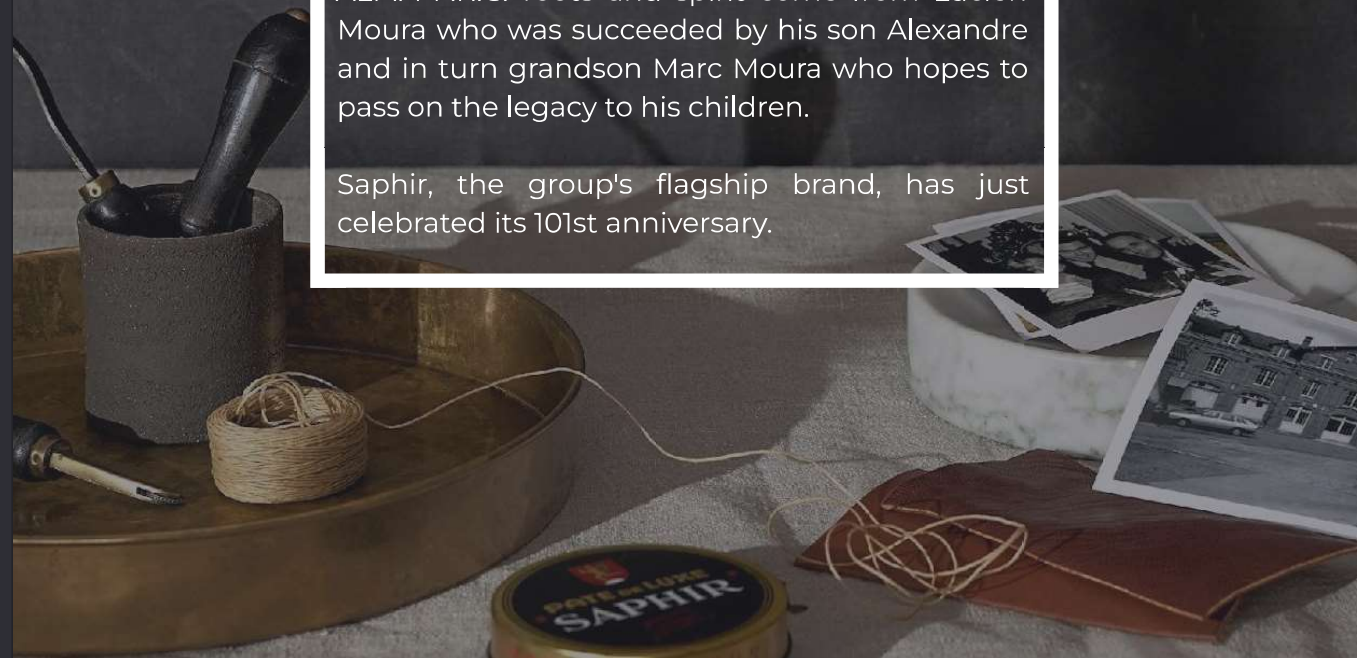
We strive for innovation and it remains one of our key successes.

ALMA F.R.C.

THREE GENERATIONS

ALMA F.R.C. roots and spirit come from Lucien Moura who was succeeded by his son Alexandre and in turn grandson Marc Moura who hopes to pass on the legacy to his children.

Saphir, the group's flagship brand, has just celebrated its 101st anniversary.



2 LIVING HERITAGE COMPANIES

The Entreprise du Patrimoine Vivant (EPV) label is a mark of recognition of the French State, put in place to reward French firms for excellence in tradition and industrial know-how.

It is a great honour to be recognised. *ALMA F.R.C.* has received awards for two of its companies, *Avel* and *Perfecta*.

VIEW LISTINGS

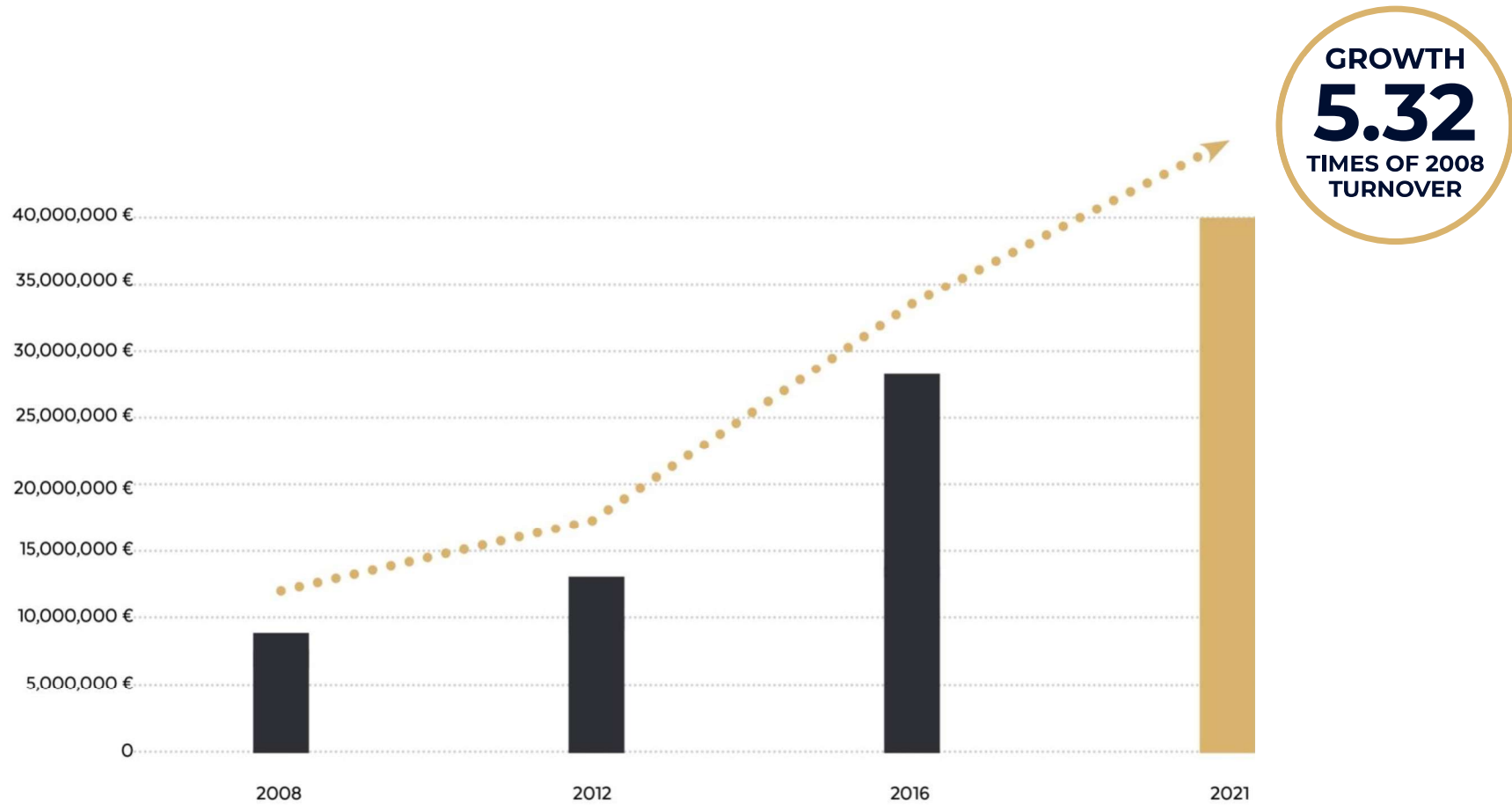
[Avel](#)

[Perfecta](#)

[ALMA F.R.C.](#)



EVOLUTION OF ALMA F.R.C.



AN INTRODUCTION TO
ALMA F.R.C. COMPANIES





AVEL SAS

The *Avel* company was founded in 1977 by Alexandre Moura. *Avel* markets four key brands. *Saphir Médaille d'Or* is a world leader in premium leather care products, and *Saphir Beauté du Cuir* boasts the widest range of leather care products on the market.

Louis XIII produces wood, metal, tile and stone care products. *Avel* has its own branded range of care products for leather, textile, wood, metal, tile and stone.

Our products are manufactured in France.



TARRAGO

1940

TARRAGO BRANDS INTERNATIONAL S.L

Tarrago Brands International produces care and repair products for fabric, leather, sports garments, upholstery and leather goods, shoes and sneakers.

Founded in 1940, *Tarrago Brands International* was born in the cradle of the Spanish textile industry. Almost 80 years on the company has over 2,000 products across 4 brands. The brands focus on four niche markets: Original Therapies, Sneakers Care, Outdoor Equipment Care and Professional Solutions.

Tarrago is a European brand with global recognition. Developed, designed and manufactured in Barcelona, Spain and sold in over 70 countries.



TARRAGO
ORIGINAL THERAPIES

TARRAGO
PROFESSIONAL SOLUTIONS

TARRAGO
OUTDOOR EQUIPMENT CARE

TARRAGO
FACTORY
SNEAKERS CARE

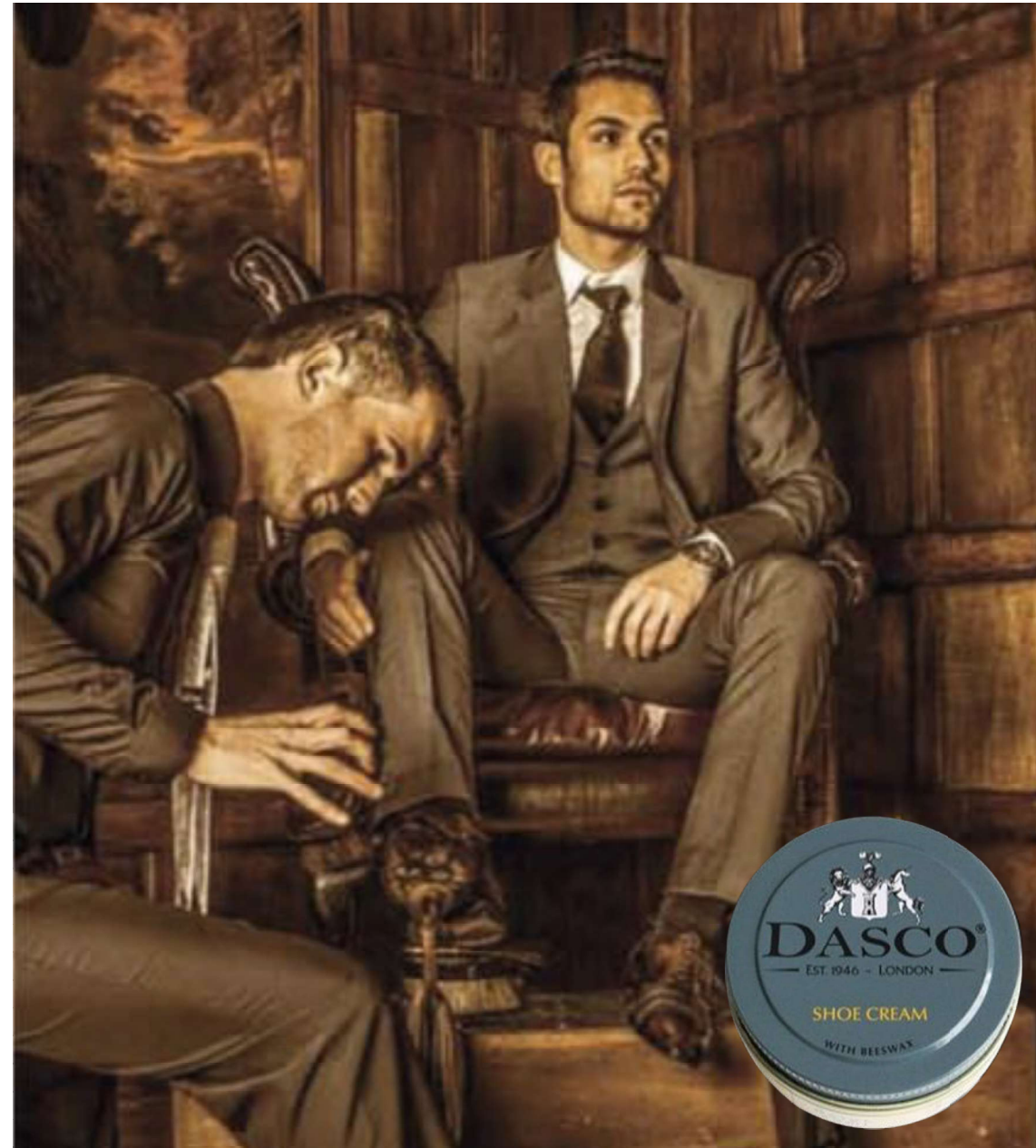
Dunkelman & Son Ltd

Dunkelman & Son was founded in 1946. *Dasco* is a heritage brand dedicated to tradition, quality and innovation.

Located in Desborough, Northamptonshire, the heart and home of England's shoemaking industry. A new factory with warehousing and offices was created in 2017 due to the fast growing business and world expansion.

Dunkelman & Son acquired *Wren's* in 2021, which strengthened the expertise of its two English brands. *Wren's* is one of the oldest shoe polish brands in the world, established in 1889, the former supplier to H.M King George VI.

In addition, the creation of a new company, *Dunkelman Singapore*, has reinforced a strong international position.



TACCO INTERNATIONAL NV

Tacco International NV is one of the most respected producers of quality insoles in the world, with 68 years of experience in the industry, *Tacco International NV* has been producing insoles “Made in Belgium” since 1953.

Tacco International NV is very proud of its 2 internationally recognized brands Tacco Footcare and Débé, but is also the house producer for 86 international brands using more than 300 different material combinations.

Thus each year over 15 million pair of insoles leave for customers all over the world.

These worldwide customers have chosen Tacco International because of the use of the highest quality materials such as vegetally tanned leather, latex and cotton sourced through European suppliers, combined with a product traceability and customer service second to none.

Our young and creative team is ready to take the know-how of several generations into the future.

footcare
tacco

Débé
— SINCE 1953 —

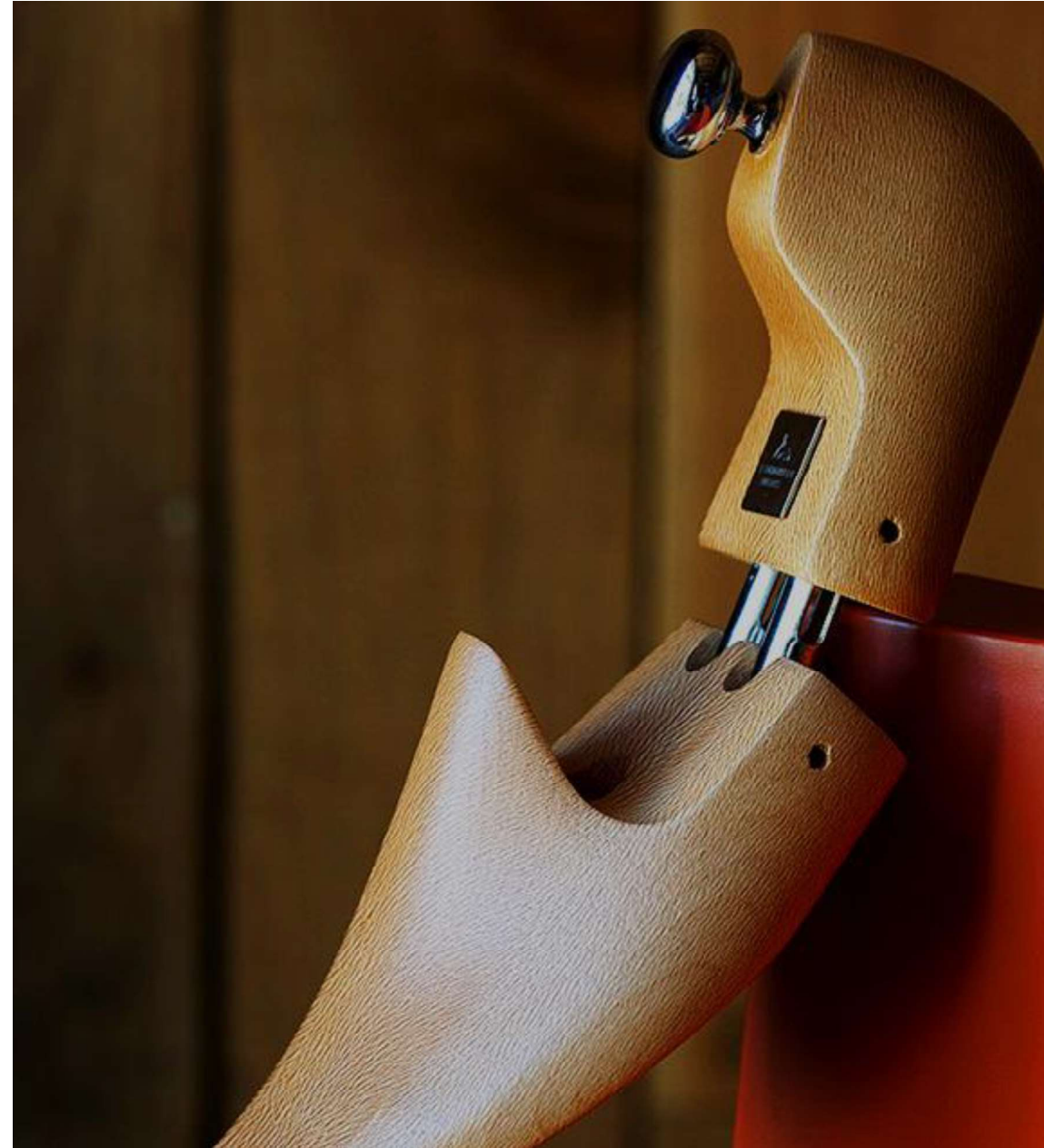


PERFECTA

Perfecta focuses on the manufacturing of high-end shoe trees and shoe accessories. It produces a premium range under the label *La Cordonnerie Anglaise*. *Perfecta* also has a unique position in the market by offering bespoke shoe trees for its private label clients.

The company has developed a successful model which focuses on the use of high-end raw materials, with techniques inherited from more than a century of unparalleled experience. Combining traditional methods with modern technology allows *Perfecta* to produce products of the highest quality.

Working to ensure the highest European standards of safety *Perfecta* also ensures its raw materials are sourced from responsible and renewable suppliers.



WAPROO

Waproo began manufacturing shoe and leather care products in Melbourne Australia in 1945 and has grown to become one of Australia's leading shoe and leather care companies. Our past, present and future are connected by a continued commitment to innovation, quality and excellence in customer service.

Joseph Lyddy was established in 1893 when Australia was a group of independent colonies. Horses were many, saddler and harness makers were abundant; but only a few ventured into supporting the industry providing care products like saddle cleaners and harness dressings. Joseph Lyddy pioneered in this area and became known and trusted in the industry.

Brooks is one of the leading wholesaler in Australia.

waproo[®]
australia

Joseph Lyddy



INVESTING IN THE FUTURE

14 376 m² BUILT IN 5 YEARS

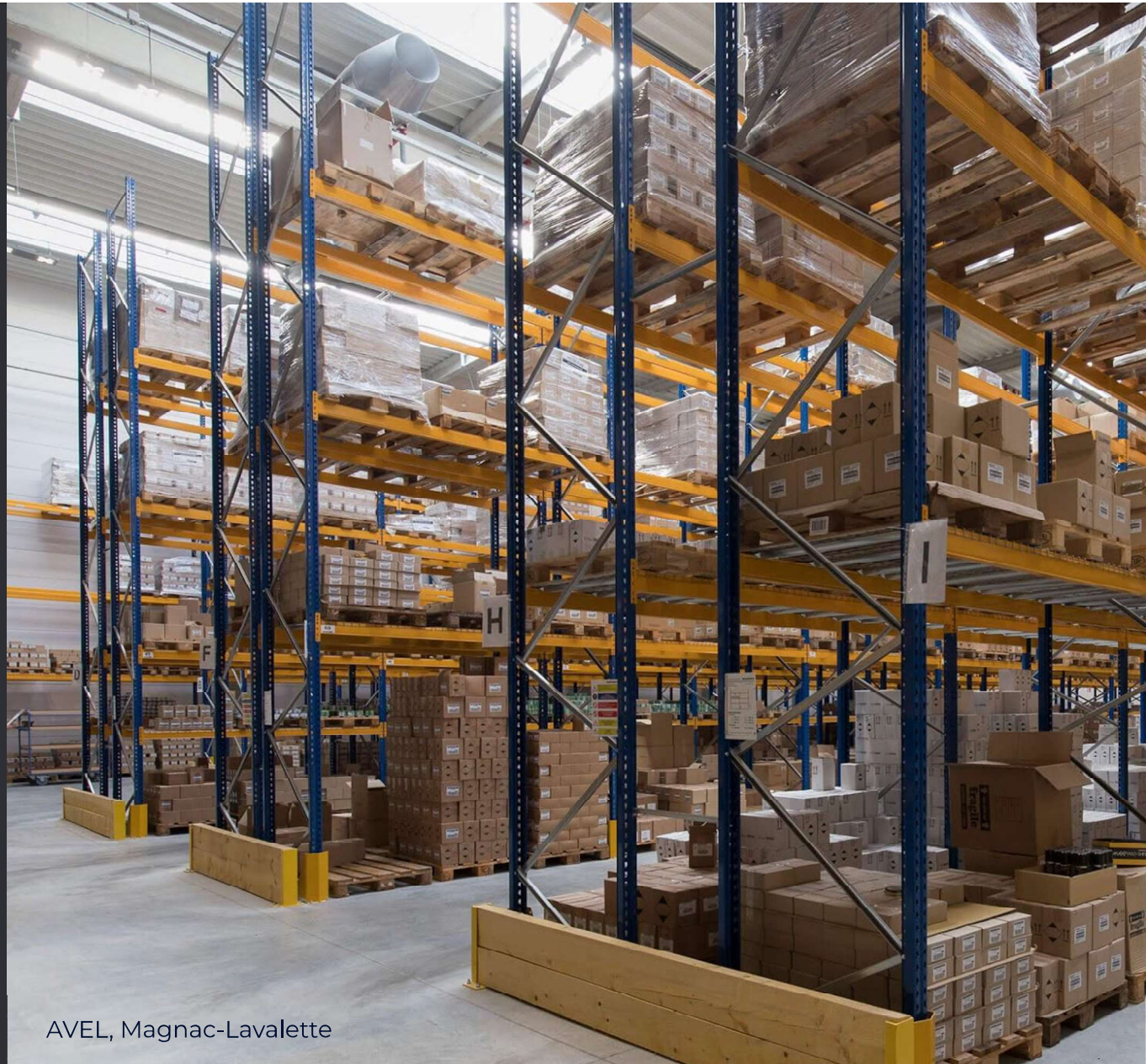
At *Avel* and *ALMA F.R.C.* headquarters in Magnac-Lavalette France, a new logistic centre of 6000m² exceeding safety and security standards has just been built (optimal safety SEVESO norm), with a storage capacity exceeding 4,000 pallets.

In Desborough England, at *Dunkelman & Son*, a new factory and warehouse has been built with an area of 3 776 m²

At the *Tarrago* headquarters in Manresa Spain, we have invested in a factory and Logistics centre totalling 4,600m².

We are investing in our research laboratory to create eco-friendly formulations and the perfect products for new materials used for shoes and bags.

We are also investing in new digital technologies and interfaces to engage with our distributors and customers.



AVEL, Magnac-Lavalette

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