

MA FRA®

cosmetics for your car

50 YEARS

**OF CLEANING
EXPERIENCE**

made in ITALY

MA * FRA

cosmetics for your car

THE COMPANY

since 1965



Quality, Ecology, Innovation

**Strong organizational structure, research & development activities,
high production capacity:**

that's what makes MA-FRA an undisputed leader in each sector of the industry.

www.mafra.com

MA * FRA

cosmetics for your car

THE PRODUCTION



The productive activity of MA-FRA achieves the absolute technical and technological excellence thanks to its high tech computerised system.



* **High quality products and productive process**

* **Growing innovation**

* **Total guarantee of careful controls on the production**

* **Research and development laboratory constantly in avant-gard**



✦ **Development of products with low environmental impact**

✦ **The only Italian company of the sector holding the 14001 certification**

✦ **Activities in accordance with the strict environmental EU regulations**

MA FRA

cosmetics for your car

THE SALES NETWORK

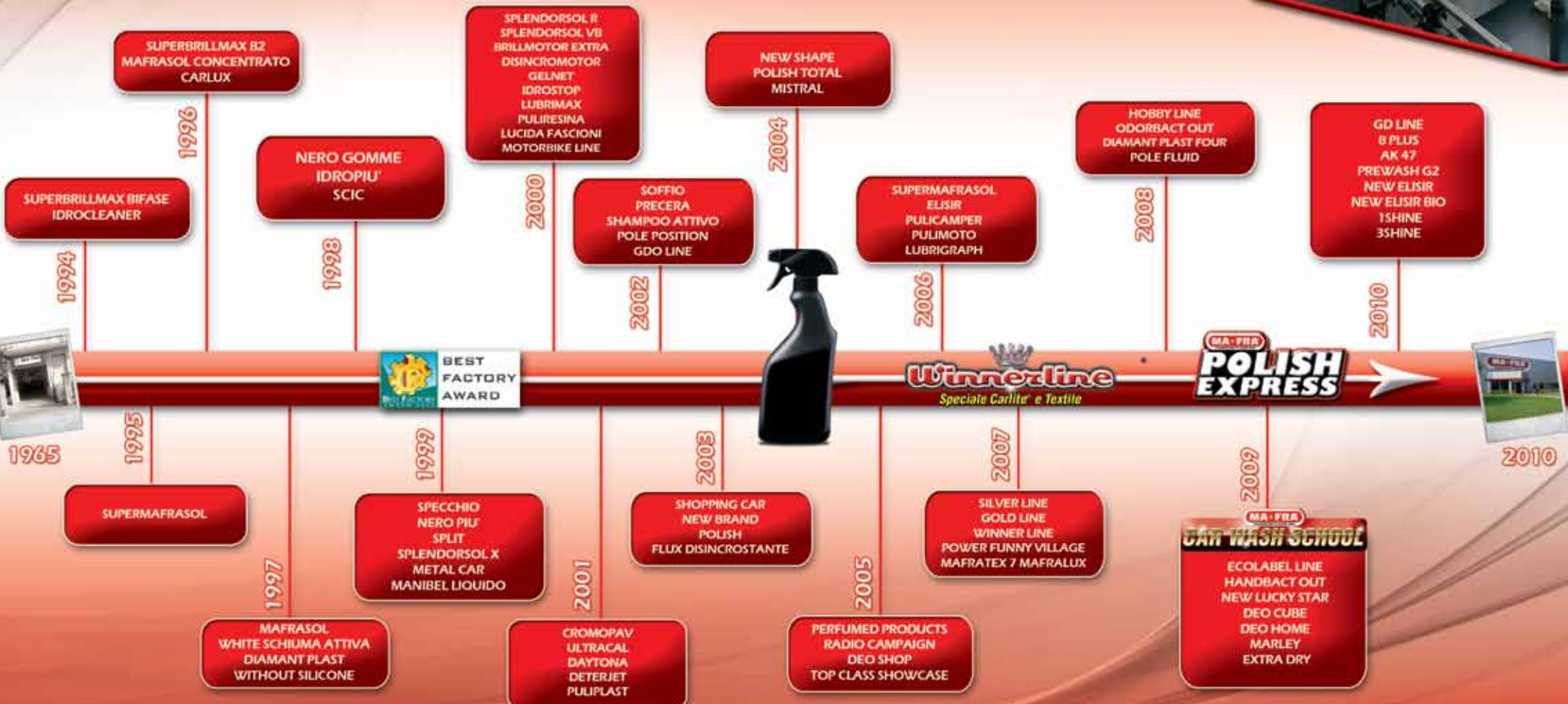


**WIDESPREAD AND INCREASING
SALES NETWORK:
MORE THAN 50 COUNTRIES!**



www.mafra.com

A LONG AND SUCCESSFUL HISTORY





CHLOROFLUOROCARBONS (CFCs): compounds implicated in the depletion of the ozone-layer.



ALKYLPHENOLS: substances highly toxic to the aquatic environment.



PHOSPHATES: responsible for the increase in mucilage and the subsequent decrease of oxygen in water.



NTA: acids extremely harmful to aquatic life.



NATURAL SURFACTANTS: capable of degrading quickly and completely, leaving no toxic residue and re-entering natural cycle.



FORMALDEHYDE: highly cancerogenic substance.



CHLOROFLUOROCARBON (CFCs) FREE SPRAYS



ALKYLPHENOL FREE DETERGENTS



ENVIRONMENTAL CERTIFICATION ISO 14001

TUV ENVIRONMENTAL CERTIFICATION

MA-FRA USES EXCLUSIVELY ELECTRICAL POWER ORIGINATING FROM RENEWABLE SOURCES

1982

1995

2004

2009

2010



1992

1994

2000

2008

2010

ECOMAF DETERGENTS BASED ON NATURAL SURFACTANTS

FORMALDEHYDE FREE FORMULAS

PHOSPHATE FREE DETERGENTS

NTA FREE DETERGENTS

ECOLABEL PRODUCTS



Ecolabel



Derived from nature...



Completely BIODEGRADABLE



EcoMaf
GREEN WORLD LINE

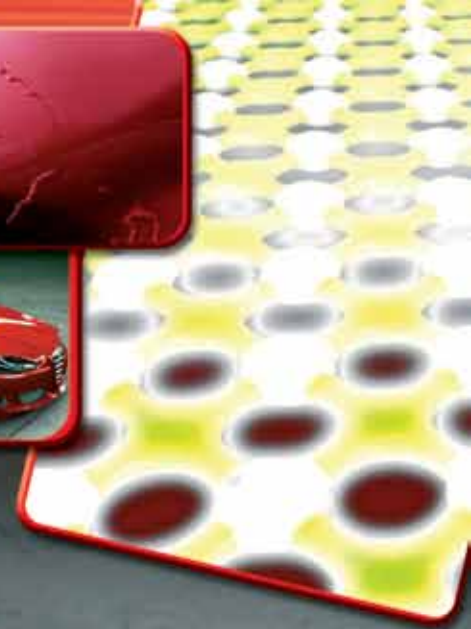


**Produced with vegetal based surfactants:
the new avenue in the sector of highly biodegradable detergents.**

MA FRA

cosmetics for your car

NANOTECH LINE



The latest nano technology applied to a new generation of cleaning systems:

- * **faster drying time: saving time and wax**
- * **super shine polish with silk effect**

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CAR WASH LINE



Thanks to a long consolidated know how, MA-FRA products improve washing performances, reduce pollution and allow an effective water recycling.

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cosmetics for your car

DETAILING LINE



A complete line of professional products in 4.5 liter format designed for:

- * **car dealers operating vehicles reconditioning**
- * **private car owners who love the DIY wash**

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MA + FRA
I cosmetici per la vostra auto
POLISH EXPRESS®

Thanks to "Polish Express"™ you will increase the satisfaction and loyalty of your customers, differentiating your car wash from competitors!

**POLISH YOUR
CAR LIKE
A PROFESSIONAL!**

**THE NEW WAY TO INCREASE
YOUR BUSINESS!**



**POLISH
EFFECT**



**MIRROR
EFFECT**



**SILK
EFFECT**



**LIQUID
WINDSCREEN
WIPER**



DIMENSIONS

Height: 225 cm
Width: 98 cm
Depth: 44 cm

4 **WEEKS OF
PROTECTION**



Want to see it in action? Visit: www.polishexpress.it

MA * FRA

professional solutions

INDUSTRIAL VEHICLES LINE



Semi-trailers



Bulldozers



Lift trucks



**Refrigerated
Lorries**



**Coaches
driver cabs**



**Food
tankers**



**The widest range of products for the cleaning and maintenance
of transport, industrial and heavy duty vehicles.**



TRAINS LINE



A line of products for trains and wagons cleaning and maintenance.



AIRCRAFT LINE



Flyer

**Certificate
AMS 1550B
BOEING D6 - 7127 REVISION M**

Icarus

**Certificate
AMS 1526B
BOEING D6 - 17487 REVISION P**

The best of MA-FRA modern technology: effective and safe products according to the most severe BOEING performing tests.



HO-RE-CA LINE



A complete line for cleaning, sanitising and polishing hotels, restaurants and bars.



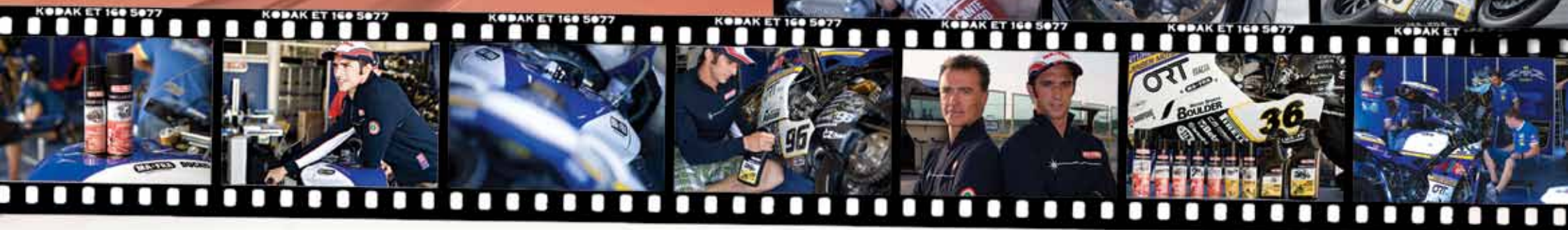
CONSUMER LINE



**Fifty years of professional experience devoted to the consumer market:
a complete range of car cleaning and maintenance products.**

MA FRA
cosmetics for your bike

BIKE LINE



Products developed in the laboratory and on the track, in partnership with the leading bike manufacturers and Superbike/GP teams.



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MA FRA

professional solutions

TECH LINE



Performance formulas designed to degrease, clean and lubricate, used in work shops, body shops and garages.

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MA FRA

cosmetics for your boat

BOAT LINE



**The best of modern technology applied to detergents.
Environmentally friendly products for professional and consumer use
in the motor and sailing boats sector.**

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MA * FRA
cosmetics for your car

CAR PERFUME LINE

Lucky Star
car perfume



DEO
CUBE[®]



elisir
car perfume *Bio*



Elisir
Car perfume



A complete range of car perfumes with: natural and long lasting fragrances, striking design and packaging, 100% MADE IN ITALY.

MA FRA

cosmetics for your car

VENDING MACHINE LINE

**Shopping Car Evo:
the most advanced solution to
differentiate your car wash
from competitors.**



Closed



Open



- Double graphic panels
- Interchangeable images
- Promotions devoted area
- 2 configurations:
24 or 36 different products
- Branding the upper panel
with Customers Name

220 cm

165 cm

**More image, more profit!
What are you waiting for?
Increase your business!**

www.mafra.com

We attend the most important international automotive exhibitions.



Dubai

Paris

Istanbul

Moscow



Madrid

Geneva

Frankfurt

Prague

MA FRA
i cosmetici per la vostra auto

ISO 14001

RISPETTIAMO LA NATURA E LO CERTIFICHIAMO

TÜV SÜD
ISO 14001

www.mafra.com

AUTOLAVAGGIO CON PRODOTTI MA-FRA

CAR WASH MA-FRA
www.mafra.com

EFFETTO SUPER POLISH DETERGENTE
EFFETTO PROTETTIVO RIGENERANTE
EFFETTO CARROZZERIA BRILLANTE

AUTOBENESSERE MA-FRA

Plus
Lavaggio Cerchi

SETZACRID
Pulisce e lucida gomme e cerchi

Risultato garantito con MA-FRA

TRATTAMENTI DISPONIBILI		PREZZO	PRODOTTI
• Lavaggio Cerchi	• Pulitura Interni	• 10€	• 10€
• Lavaggio Cerchi Plus	• Pulitura Interni Plus	• 12€	• 12€
• Lavaggio Cerchi Plus + Pulitura Interni Plus	• Pulitura Interni Plus + Pulitura Motori	• 15€	• 15€
• Lavaggio Cerchi Plus + Pulitura Interni Plus + Pulitura Motori	• Pulitura Interni Plus + Pulitura Motori + Pulitura Motori	• 18€	• 18€
• Lavaggio Cerchi Plus + Pulitura Interni Plus + Pulitura Motori + Pulitura Motori	• Pulitura Interni Plus + Pulitura Motori + Pulitura Motori + Pulitura Motori	• 20€	• 20€



VUOI DIFFERENZIARTI DALLA CONCORRENZA?

POLISH EXPRESS

CARROZZIERE LIQUIDO

È UN BREVETTO MA-FRA

VUOI VEDERLA IN AZIONE? VISITA: www.polishexpress.it

MA-FRA

AUTOBENESSERE

Final di recupero lavaggi accessori di interni auto con prodotti specifici.

ADDIO BATTERIE

PER RICHIESTA SANITIZZAZIONE INTERNA CON SOODIUMACID

Virus A. aden III

Sanitizza your hands
prevents bacteria!

24H
ore
CAR WASH
SELF-SERVICE

MA-FRA OFFRE

CAR WASH MA-FRA

ENTRATA CAR WASH CAR WASH USCITA

Grazie e Arrivederci

The most visited website in the sector!

The product you are looking for in a few clicks!



You Tube
facebook
twitter



A product for every need!



SPONSORING



*Villa d'Este
Concorso
di Eleganza*

www.mafra.com





Prova anche tu il nuovo programma Splendorlega!

MA FRA

TOTAL, mai più per caso TOTAL

DIAMANT PLAST

COLIBANNI

MA FRA

SPRINGICE **COLIBANNI**

MA FRA

Prova anche tu Splendorlega e dai nuova luce ai tuoi cerchi!

SPLENDORLEGA E' IL PROGRAMMA SPECIALE PER CERCHI IN LEGA CHE TOTAL HA SCELTO PER TE! UNA FORMULA DI ALTA QUALITA' E UN EFFICACE POTERE DETERGENTE PER UNO SPLENDORE EVIDENTE.

MA FRA

TOTAL, mai più per caso TOTAL

DUNLOP

Not Ice Deghiacciante

MA FRA

GOODYEAR

Not Ice Deghiacciante

MA FRA



FEDERLAVAGGI



FEDERLAVAGGI
CONFINDUSTRIA FEDERVARIE
FEDERAZIONE TRA LE IMPRESE DEL LAVAGGIO PER AUTOTRAZIONE

A company building team spirit.

MA-FRA has promoted the foundation of Federlavaggi, the Italian federation of automotive car wash companies. Marco Mattioli, MA-FRA's General Manager, is the current President.



PROMOTING PARTNER



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