



STORCH-CIRET GROUP
PAINTING TOOL SYSTEMS

**EUROPE'S NO. 1 IN
PAINTING TOOL
SYSTEMS.**



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WHO WE ARE



OUR MISSION

Storch-Ciret Group is recognized as experts in painting tools – since 1896.

We support contractors and DIY with our products and solutions to make their projects a success: now and in the future.



OUR GUIDING PRINCIPLES

- **Customers** are contractors and DIY.
- **Partnership** with all suitable retail types.
- **Focus** on painting tools.
- **Performance** through expertise in development and manufacturing.



KEY FIGURES 2023

> 1.600
Employees

No. 1
Market leader

Ca. 50%
Equity ratio

Family owned
since
1896

10%
Average growth
rate p.a.

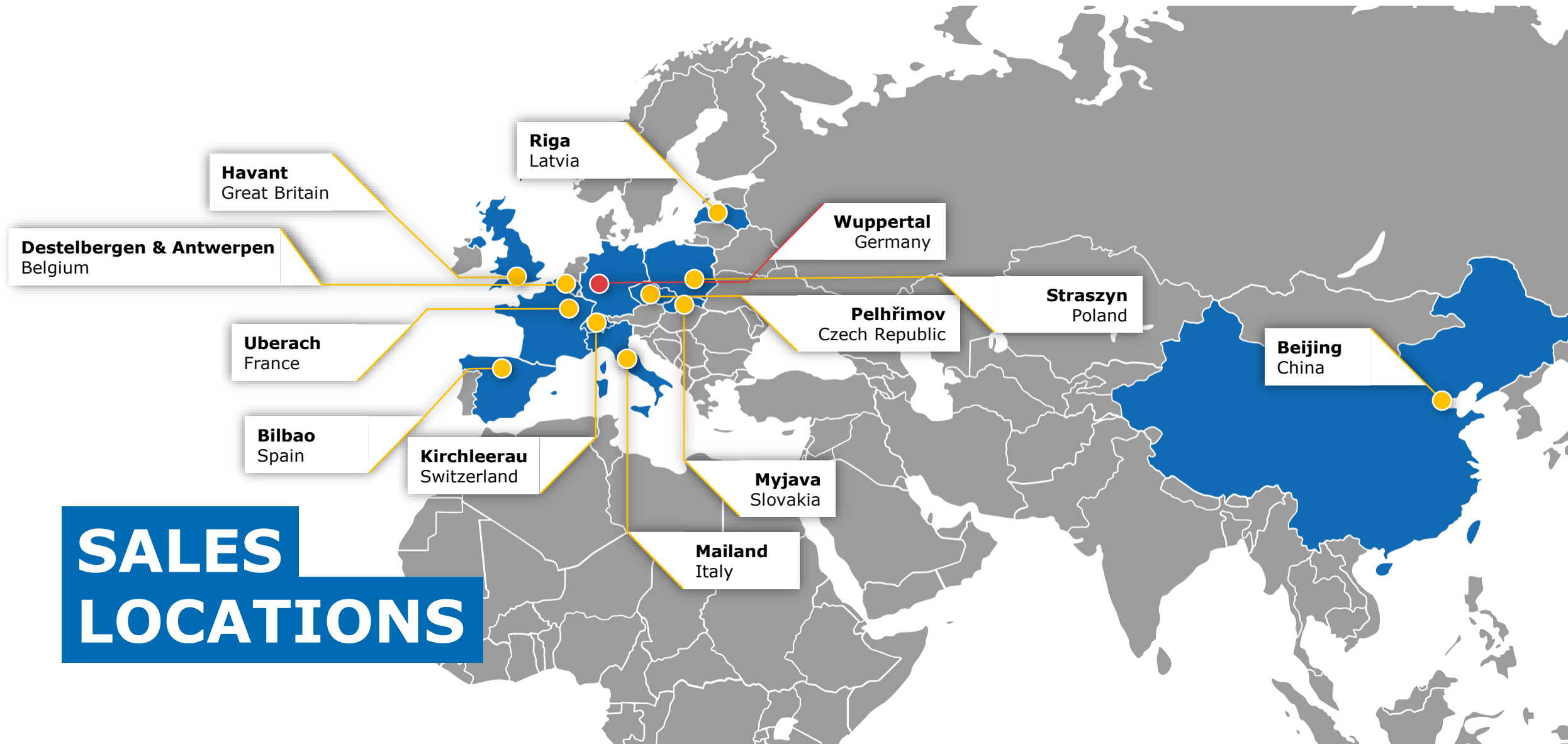
4
Production sites


Sustainability,
BSCI, FSC

100%
Focus on
painting tools

> 18.000
Products from own
productions

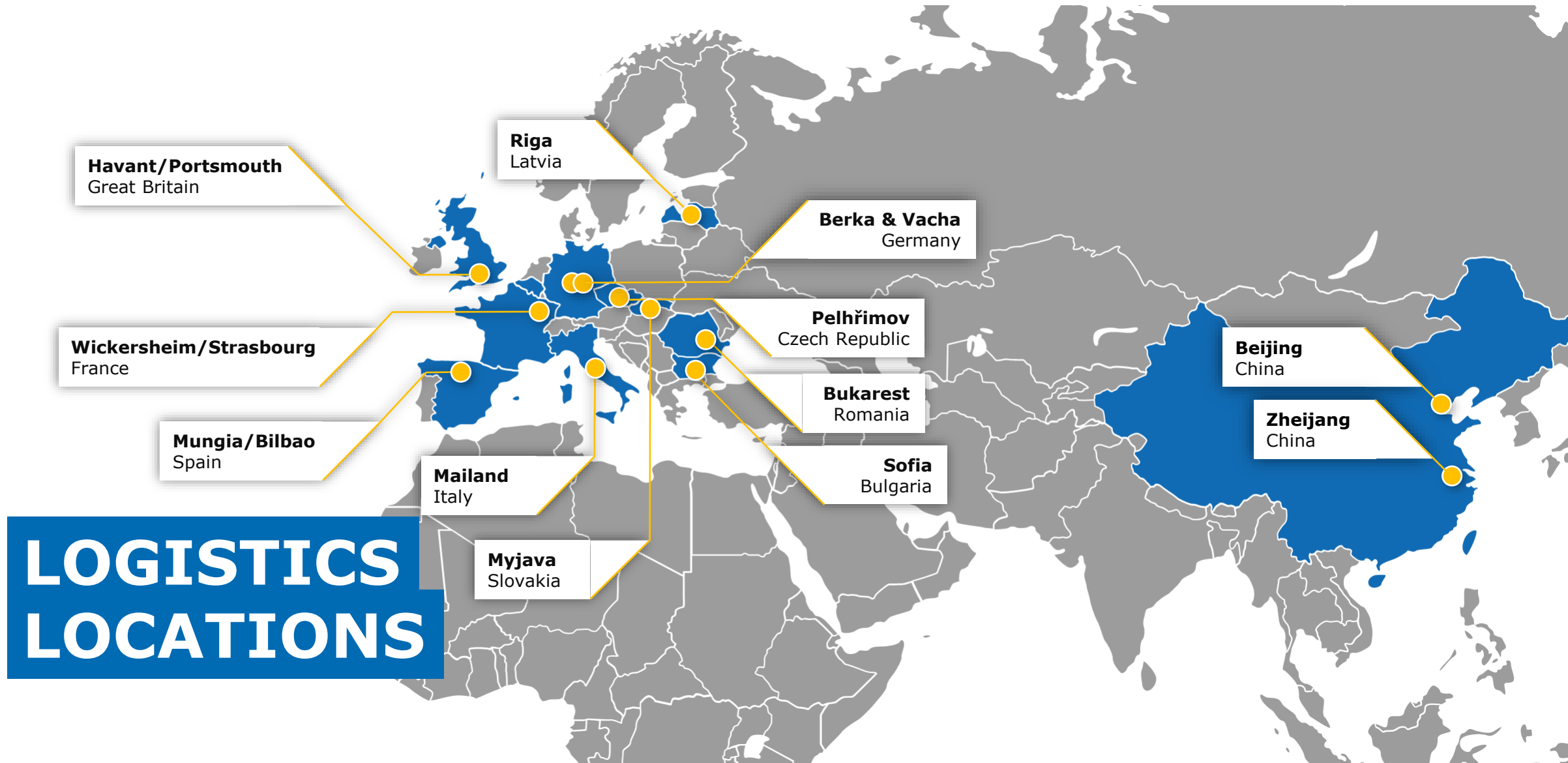
> 275 Mio.
Turnover



SALES LOCATIONS

PRODUCTION LOCATIONS





BUSINESS UNITS



STORCH

Professional painting
contractors and lead dealers



CIRET

DIY and all forms of retail trade



WESTEX



HISTORY



1896

School for decorative
design and painting



1910

Registration of trade mark
STORCH®



1979

Development of
range for distributors



1990

Redevelopment of
production sites in Europe



1997

Registration of trade mark
COLOR EXPERT

HISTORY



2005

Development of
production sites
in Asia



2011

Merger to form
Storch-Ciret Group

MWZ Stiftung
STORCH-CIRET

2016

Transfer of majority
shares to the MWZ
Foundation



2021

New production
site in China



2021

125th anniversary of the
Storch-Ciret Group

HISTORY



SAVY

2023

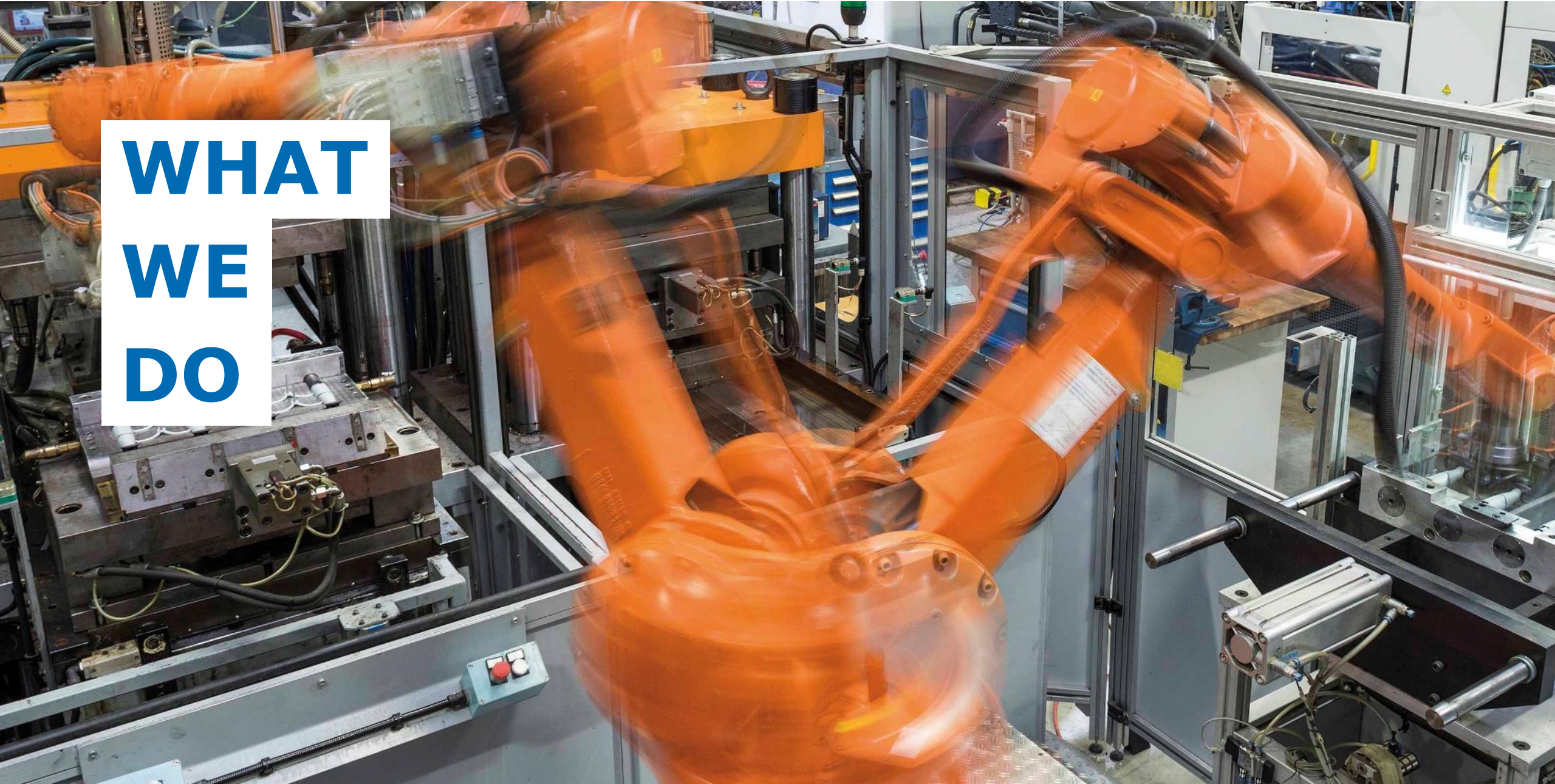
Acquisition
of Savy



2023

New standards for
production in Zheijang

WHAT WE DO



PAINTING TOOLS FOR CONTRACTORS AND DIY

- Tools
- Auxiliaries
- System solutions
- For the entire work process



A close-up photograph of an industrial painting machine. A white, cylindrical spray gun is positioned to paint a metallic, cylindrical part. A bright blue flame or spray is visible at the nozzle of the gun. The machine is dark and complex, with various pipes and components. The background is slightly blurred, showing more of the industrial environment.

HIGHEST MANUFACTURING EXPERTISE

OWN PRODUCTION SITES

strict
**Quality
control**

125 Jahre
focused on
painting tools

continuous
**Improvement
process**

biggest
paint roller and brush
manufacturer
in Europe

**Highly
efficient**
equipment

PRODUCTION IN 2023 IN EUROPE

12 Mio.
brushes

25 Mio.
Kombi-Mask

400 Mio.
Plastic parts

180 Mio.
small surface
roller refills

60 Mio.
handles/
frames

40 Mio.
large surface
roller refills

PRODUCTION IN 2023 IN CHINA

80 Mio.
Plastic parts

20 Mio.
brushes

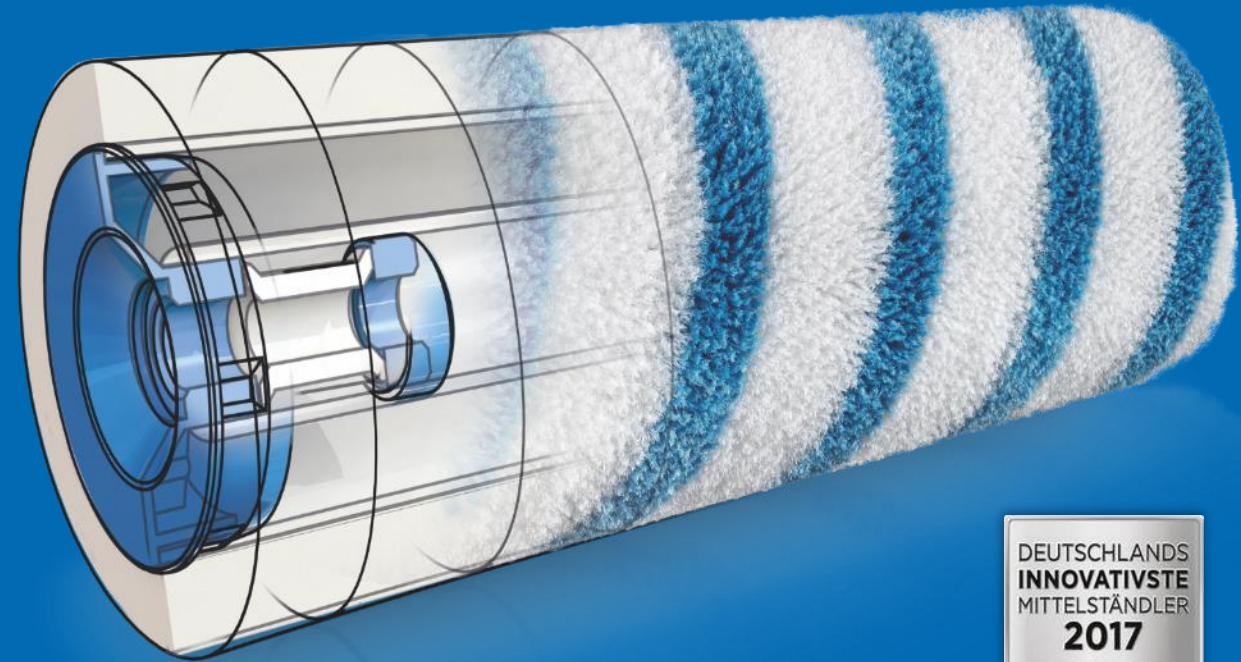
20 Mio.
large surface
roller refills

40 Mio.
small surface roller
refills

40 Mio.
handles/
frames

INNOVATIVE DEVELOPMENT

- Own design teams
- Own application engineers
- Close exchange with industry and end users
- Constant further development
- > 130 registered patents and designs





HOW WE WORK

OUR VALUES

Curiosity

„To us, curiosity stands for:
Innovative power, creativity,
vision, openness.“

Passion

„To us, passion stands for:
Performance focus, enthusiasm,
motivation, desire for
challenges.“

Team Spirit

„To us, team spirit stands for:
Cooperation, openness,
appreciation.“

Reliability

„To us, reliability stands for:
Commitment, credibility, trust,
quality, certainness.“

Sustainability

„To us, sustainability stands for:
Tolerance, loyalty, social
responsibility, fairness.“

ENVIRONMENTALLY CONSCIOUS

Use of
**recycled
materials**

**FSC-
certified**
wood

**Energy
efficiency**
Management
system

Sustainable
product
development

**BSCI-
certified**
production
sites

low
material
usage

Use of
**degradable
plastics**

**Products
free of harmful
substances**

Products
with
**high
durability**

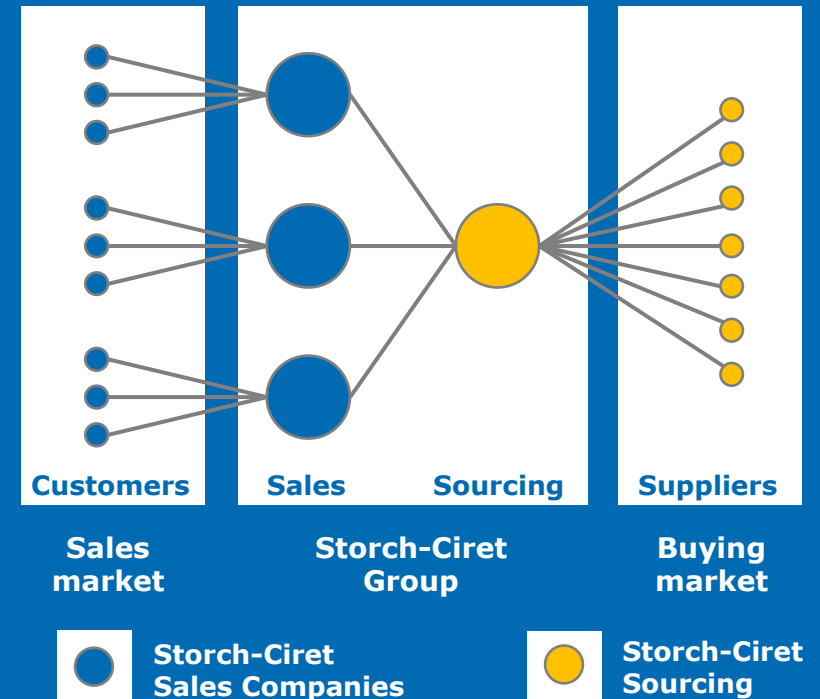
OUR SOURCING



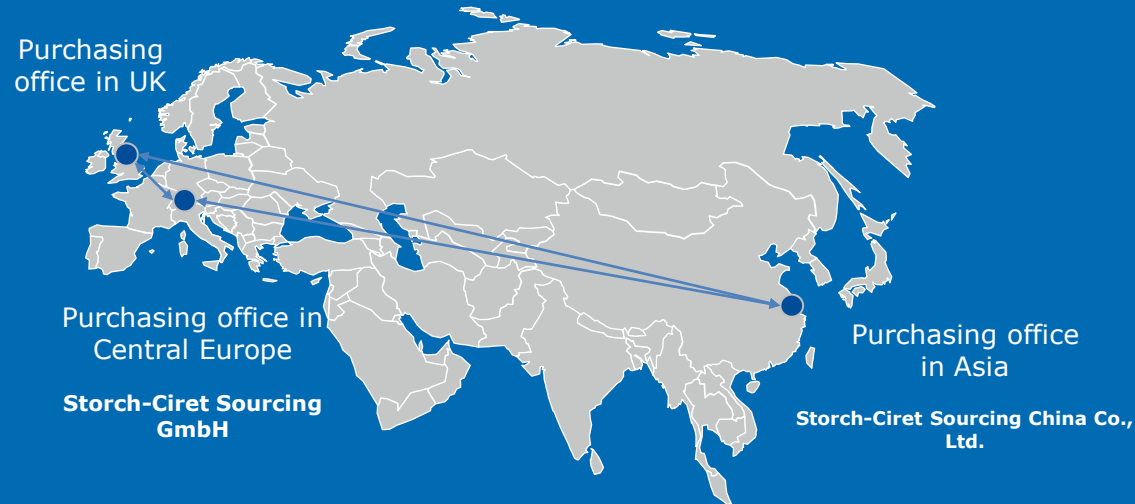
INTRODUCTION OF STORCH-CIRET SOURCING

Overview of Sourcing Organization

- The Storch-Ciret Sourcing division is responsible for the purchasing activities of our Group and taking care of our suppliers
- As purchasing is centralized in our Group, we serve all the different sales companies across Europe



PURCHASING OFFICES

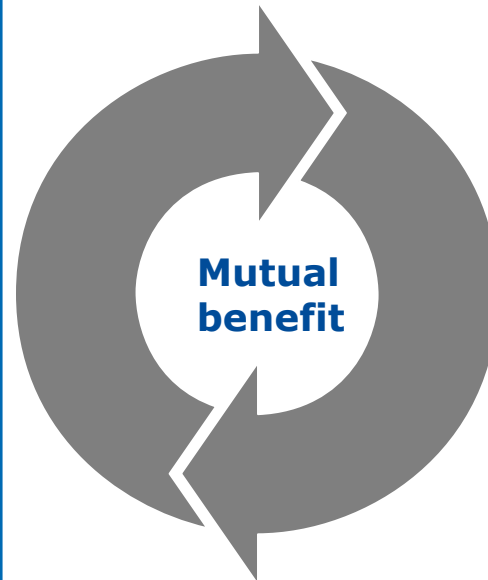


- Together with our subsidiary in China we take care of more than 600 suppliers
- We are responsible for
 - ... finding new suppliers
 - ... evaluating and auditing of suppliers
 - ... ensuring legal compliance of products
 - ... ensuring best price and quality
 - ... placing orders
 - ... ensuring delivery on time

RELATIONSHIP – MUTUAL EXPECTATIONS

What our suppliers get from us

- One of the biggest partners in the business (cooperation with the market leader)
- Access to the complete market in Europe
- The chance to increase your own business significantly on a long- term base
- A reliable and trustworthy partner
- Payment always on time
- Collaboration for your own improvement and innovation through excellent support and knowledge



What we expect from our suppliers

- Consistent quality and delivery on time
- Good value for money
- Complete legal compliance (e.g. REACH, PAH, ...)
- A focus on sustainability and social engagement (e.g. no child labour)
- Commitment to continuous improvement

SUPPLIER EVALUATION PROCESS

✓ **First Contact**

- Trade show
- Internet

✓ **1. Level Evaluation**

- Commitment to fulfil our expectations
- Fill in Supplier Information Sheet (SIS)

✓ **Analysis of competitiveness**

- Samples
- Prices
- Compliance

✓ **Personal audit at place**

- Audit report
- If necessary: Improvement measures

✓ **Approval + Trial order**

- Shipping samples necessary

- We appreciate your interest in becoming a Storch-Ciret Supplier
- To ensure our competitiveness and compliance there is a strict and consistent process for becoming our supplier
- Please visit <https://www.storch-ciret.com/welcome> for further information