



INVESTING IN THE FUTURE

The Company



Stay Connected



Keep updated with our project via our web site and LinkedIn

Company Profile



GADR Brands is an Investment company working in the Construction sector. Our expertise is mainly in Tools, Fixings, Fasteners and accessories to these products.

We have developed over many years companies/brands and private label for major OEM suppliers of anchors & fixings in the Industry. We also work with smaller localised companies who work solely in their region.

We manufacture products under these brands as well as make bespoke products according to our customers requirements. We also develop ourselves unique products aimed at solution based needs.

We like to think like this **“Your problem is our problem, we will solve it together”**

Investment



GADR Brands invests in projects relating to the construction industry.

This can be from:

- ☐ Companies
- ☐ Brand Development
- ☐ Manufacturing Plants
- ☐ Tooling, Moulds and Machinery
- ☐ Quality and Certifications
- ☐ Bespoke requirements

Manufacturing



GADR Brands invests in manufacturing at the core of its strategy.

This can be from:

- ☐ Complete manufacturing plants
- ☐ Machinery
- ☐ Moulds
- ☐ Tooling
- ☐ Testing facilities
- ☐ Quality inspection processes

Certifications



GADR Brands continually invests in approvals and certifications.

Some of the Authorities we work with:



Calculation Software



- German engineered software for performance calculations.
- Sold to companies who in turn offer to civil engineers and contractors.
- Fully compliant with European Approval body, ETA.

DesignFiX

Calculation Software



DesignFiX is an universal anchor design program and will be released with the first module for the design of mechanical and chemical anchors acc. to design methods:

- ETAG 001 Annex C, ETAG 001 TR029, ACI 318-05, ACI 318-08, ACI 318-11, CSA A23.3-04.
- OEM logo branding on intro page, user Interface & homepage
- Printout of the results using company branding
- Neutral download form for embedding into the homepage

Additional modules for rebar design, railing design and design of fixings in masonry are already in development and will be available soon.



Independent · useful · FiX

$$\sqrt{\frac{\text{Anchor design} \cdot \Sigma \text{Manufacturer}}{(\text{easy} + \text{safe} + \text{fast}) \cdot \text{online} + \text{free}}} = \text{DesignFiX}^{\circledR}$$



Marketing:



- Design and marketing agency.
- Focusing on the Construction Industry Sector
- Offering web design, product literature, stand design and build
- Social Media and SEO.



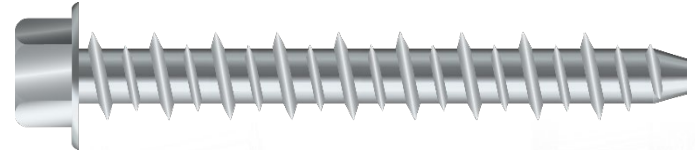
The Products:

Metal Anchors

Throughbolt BZP



Concrete Bolt – Various Types



Drop-In Anchor



Chemical Resin Stud



Shield Anchor Projecting Stud



Sleeve Anchor Flange nut



The Products:

Metal Anchors



**Fire
Rated**



**Seismic
Approval**

Option 1 – Cracked concrete



Option 7



Option 1 & C1



Option 7 & Part 6

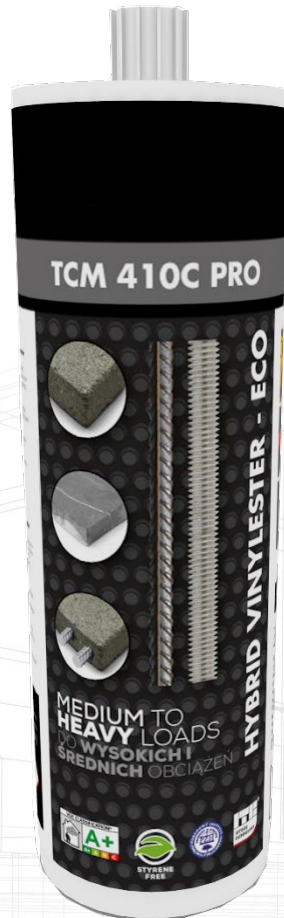


Part 6



The Products:

Chemical Anchors



- **Polyester Resin with Styrene 10:1**
(165/300/345/380-410/825ml)
- **Polyester Resin Styrene Free 10:1**
(165/300/345/380-410/825ml)
- **Epoxy Acrylate with Styrene 10:1**
(165/300/345/380-410/825ml)
- **Epoxy Acrylate Styrene Free 10:1**
(165/300/345/380-410/825ml)
- **NX + Resin Styrene Free 10:1**
(165/300/345/380-410/825ml)
- **Artic Resin Styrene Free 10:1**
(165/300/345/380-410/825ml)
- **Pure Epoxy 1:1**
(400/600ml)
- **Nexus 500 Styrene Free 3:1**
(385/585/1400ml)
- **Tropical Resin Styrene Free 10:1**
(165/300/345/380-410/825ml)
- **Winter Resin Styrene Free 10:1**
(165/300/345/380-410/825ml)



The Products:

Gas and PAT



Building BRANDS For The Future



Powder Actuated



Gas – Steel/Concrete



Gas - Wood



Gas - Insulation

The Products:

Cordless Power Tools



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The Products:

Corded Power Tools



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The Products:

Hand Tools



Building BRANDS For The Future

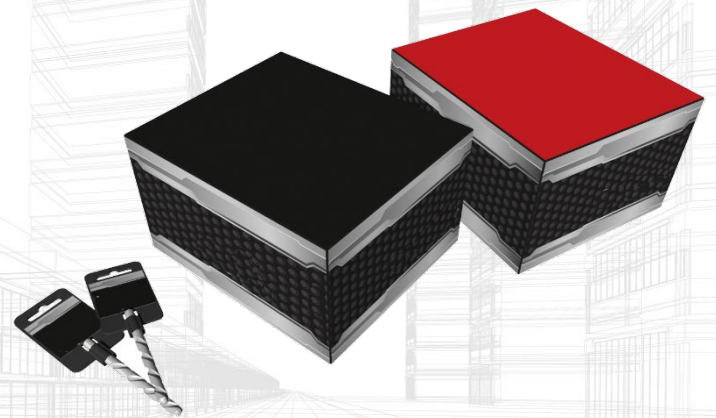


The Products:

Accessories



BRANDING & POS:



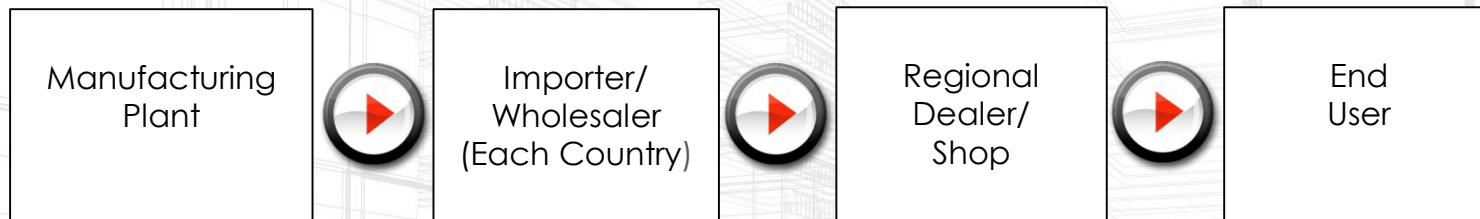
The Strategy:



Manufacturer's Brand - OEM

Our overall strategy, in agreement with **Manufacturer**.

Our mission is to find a KEY partner in each country that has the ability to grow the **Manufacturer's** portfolio. This partner will have exclusivity within their nominated territory which gives them an element of control. In turn, they appoint strategically placed dealers (re-sellers) who will also have some exclusivity in their area. This approach means competition against our own brand is kept to a minimum and this will help the dealers to maintain a reasonable margin,



Development of large OEM accounts.

In the countries we have after sales service in place, we will also be approaching large national accounts.

The Strategy:



Manufacturer's Brand

Working with this strategy we are **required** to work with our partners, through the sales channels, to enable **the manufacturer** to maximise its potential in reaching the end user, therefore, obtaining the best possible perception of our product.

Each channel requires different activities and we have tailored a program, if funds are available, to meet these individual needs.

Exhibitions, Advertising, Web Site and Existing Contacts:

Meeting and having contact, face to face, with potential Importers of Manufacturer's brand

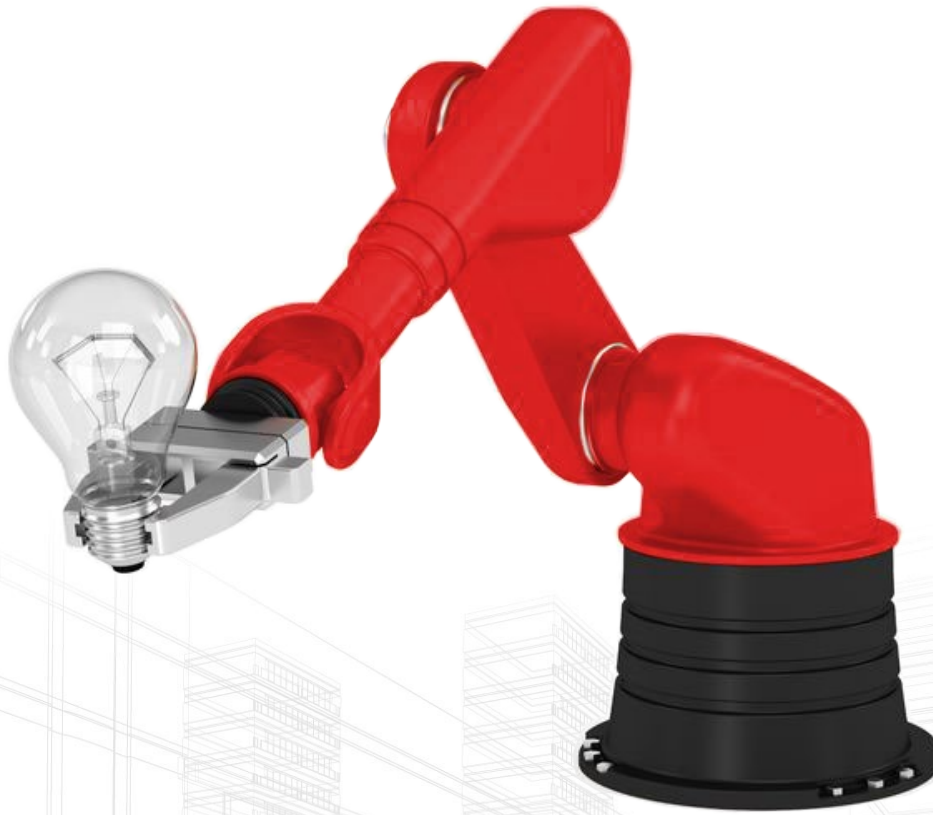
Point of sales material, product literature, promotions and Dealer Days:

Here we support the importer to find and satisfy the dealer network

Product Demonstrations, branded giveaways, product leaflets and referrals to dealers:

This is where we can help and support the dealer on job sites with end users.

Of course, some of these activities overlap and can be perceived as a benefit along the complete channel of sales.



IDEAS INTO REALITY