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Our Market

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Zymöl Certified Dealer.

Zymöl Authorised Reseller.

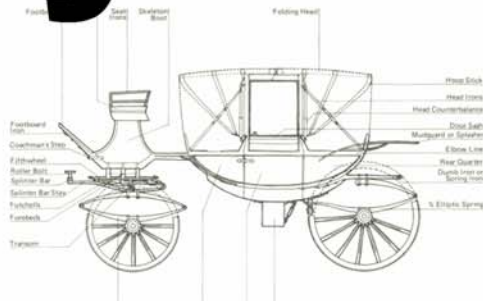
Zymöl Licensed Detailer.

Zymöl Studio.

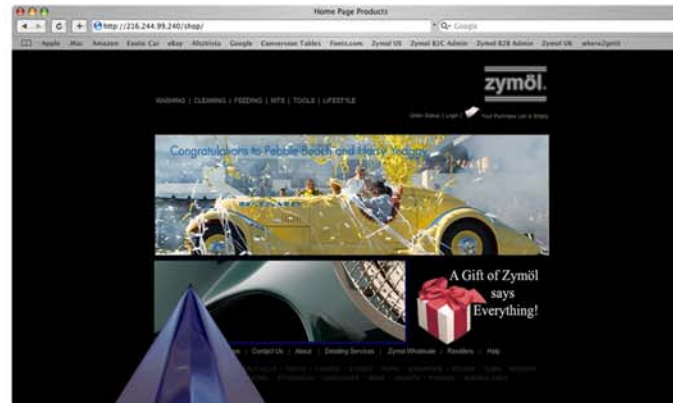
Zymöl Licensed Partner.



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"We liked what we had but it was missing something, it didn't have the live culture of fermented fats. There were no enzymes. We needed a reagent."



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1

Zymöl started with Roots (Arthur Haley's famous book).

In 1980, while visiting his great grandmother's birthplace, Charles Bennett found a wax formula for horse-drawn wooden Landau carriages. After working with a pharmaceutical company, he was able not only to determine the composition of this "Old World" wax, but to start finding suitable substitutes.

The work began by replacing the specific oils and gravity of the tallow and lard with highly saturated plant oils such as coconut, banana, and cinnamon bark. Precious Brazilian Carnauba replaced paraffin. The montan was retained. The base formula was blended at high speed to make it as thin as DMSO and, as a result, osmosable and capable to accept high contents of solid Carnauba wax.

"We liked what we had but it was missing something," recalls Bennett. "It didn't have the live culture of fermented fats. There were no enzymes. We needed a reagent. We finally settled on Invertase and Propolis - what bees use to convert plant sugars and oils into wax. It's an enzymatic emollient like you find in beer or yogurt."



That is where the first half of the word Zymöl® came from. It's also one of the things that makes Zymöl very different. Oxygen is the catalyst that makes invertase and propolis work. So Zymöl is not a wax until it's applied. The last half of the name Zymöl came from the German word for oil - complete with the umlaut."

Brand loyalty is represented by almost 30 years of servicing the world with the highest quality car care products. Zymöl's reputation and branding is built on solid relationships with automobile enthusiasts, car club members, collectible automobile owners and professional restorers and detailers. These relationships make up the base of the Zymöl Customer Array; the core market of loyalists and unsolicited salespeople who maintain Zymöl as the most exclusive and desirable car care product.

The Zymöl design is rooted in the needs of the customer. Unlike all other car care companies, Zymöl designed the products, containers and logo to look, feel and be recognized anywhere. By making a detailed analysis of how enthusiasts view, feel and experience our products, Zymöl has garnered the enviable lead in customer satisfaction and brand loyalty..

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About Zymöl Products

About the Container

The Zymöl container is a 21st-century application of the canning jar, made from pharmaceutical-grade recyclable polystyrene.



The high-strength cap was designed to provide adequate air capture while closing. This allows a film layer of wax to begin the self-vacuumizing process.



The Neoprene O-ring allows enzyme gases to be released during self-vacuumizing. This prevents the entry of outside air due to increased external pressure.



The size, the shape and the weight of the base were designed for ease of handling, convenient storage and maximum protection of ingredients. Rust is impossible.

manufacture our containers to rigid standards and accept any empty container for recycling.





JOHN G. ROWLAND
GOVERNOR

STATE OF CONNECTICUT
EXECUTIVE CHAMBERS
HARTFORD, CONNECTICUT
06106



Mr. Charles Bennett
President
Zymol Enterprises, Inc.
50-54 West Pond Road
North Branford, CT 06471

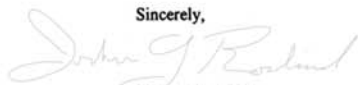
Dear Mr. Bennett:

It is with great pleasure that I present to you the 1995 Governor's Environment/2000 Award. This award was established to publicly acknowledge an individual or organization with a demonstrated commitment to improving and preserving Connecticut's environment. It honors private citizens and those in business and industry, non-profit groups, government, and education who have made an outstanding contribution to the protection and enhancement of our precious natural resources.

As the founder and president of Zymol Enterprises, you have proven that a product and its manufacture can be both environmentally and financially sound. Your unique formulas for car-care products are not only non-toxic, they are based on waxes and oils derived from naturally-shed plant materials. A corporate commitment to recycling covers not only your paper, but also the recycled plastic containers for the products, and the shredded junk mail used in your packing.

As Governor, I have the combined interests of seeing businesses establish themselves in the state and maintaining the environmental standards which contribute to our high standard of living. Your entrepreneurial spirit in this area is an inspiration to us all. On behalf of the citizens of Connecticut, you have my thanks and my congratulations.

Sincerely,

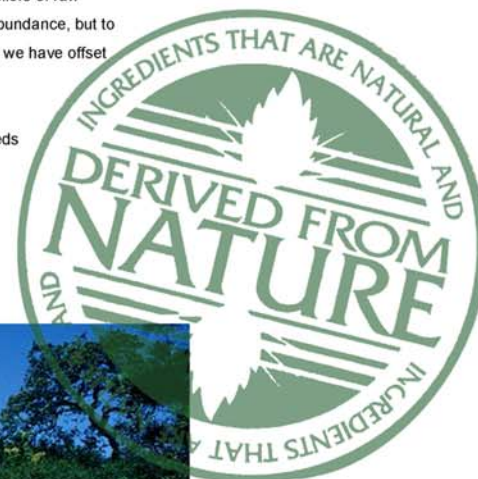

John G. Rowland

A Breath of Fresh Air 2

Mid-life, when the world was using the word 'ecology' as a feel-good statement or afterthought, Zymöl® won the National Board of Governor's Environment/2000 (e-2000) award by being the most ecological company in the United States.

Today we control, worldwide, everything that touches our company's impact on the environment. By demanding our suppliers of raw ingredients to not only respect the present natural abundance, but to secure their and our future by planting new sources, we have offset our carbon dioxide emission footprint.

Ecologically friendly has no place in a world that needs
Ecologically Correct!



This symbol represents 30 years of caring for the world we live in and especially the world we will leave our children.

We use plant oils and their derivatives. We recycle and use recycled materials in our sourcing, manufacturing, assembly and shipping.

We are dedicated to the beauty of, and respect for, our planet earth.

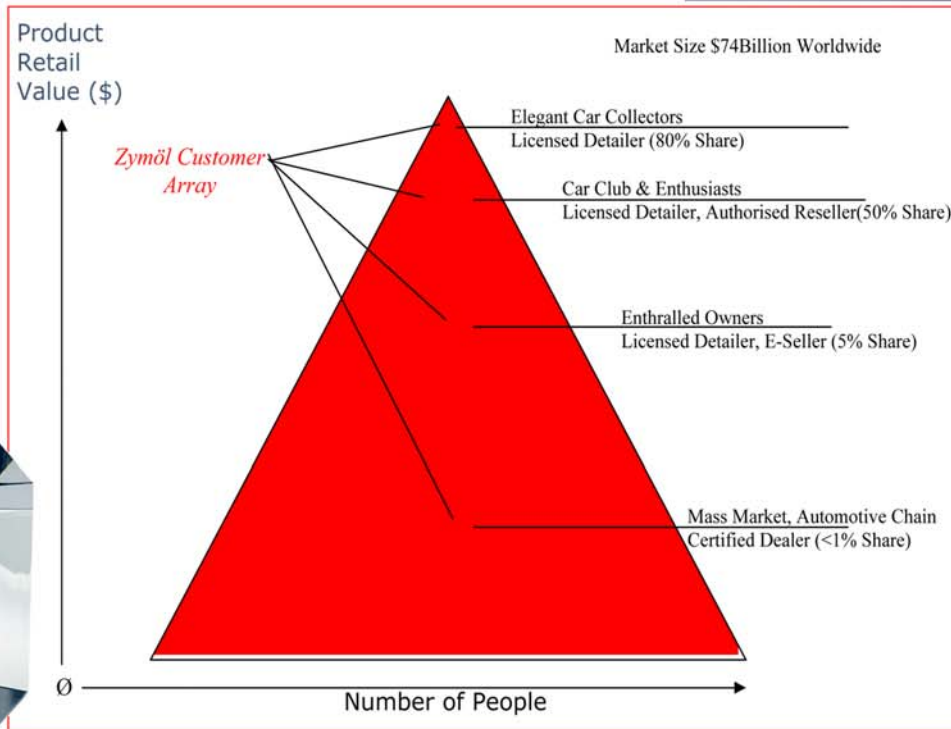


3 What Makes Us Different...

Zymöl®'s customers are passionate about everything. They love fine cars, fine food, art and travel. Their single automotive desire is to own the very best and patronize those companies who embrace their passion. Zymöl's reputation for excellence fits their desires while maintaining a reputation for opulence. This reputation is synonymous with, and supports, the customer's passion for the unique, hard to find and exclusive.

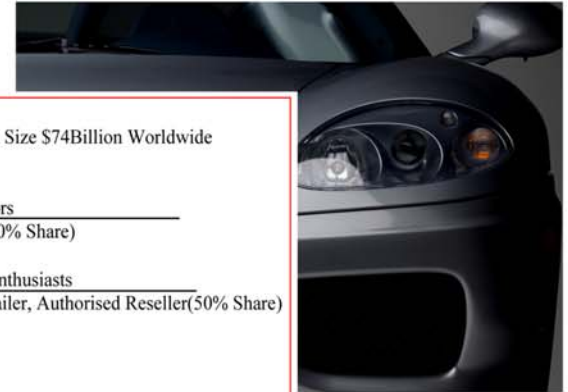
In the customary brilliance and glamour of Armani, Gucci, Dior and Chanel is Zymöl.

© zymöl Enterprises, Inc.



zymöl®

In the customary brilliance and glamour of Armani, Gucci, Dior and Chanel is Zymöl, the world's most exclusive manufacturer of sophisticated, hand-crafted automotive care products. With a market share of 80% of the world's most Elegant Car Collectors, and a 50% share of the Car Club Enthusiast, Zymöl has ample growth opportunity for the "right" marketing partners.



Our Products

It's not only our Products whose efficacy out-performs any other product; it is our Product's position and the company they keep, that out-performs any other product.

Simply, our customers view Zymöl® products as the best and view the companies representing those products to be of the same calibre.

Whether the customer is affluent and wanting to service their Classic or Super-car or an aspirational enthusiast wanting to adorn their Sports car, Zymöl is the attainment of the goal; the satisfaction of a desire to own the 'best'.

Customers view Zymöl® products as the best and view the companies representing those products to be of the same calibre.

CAR COLOUR		CREAME	CARBON	MARQUE SPECIFIC WAXES*	ESTATE WAXES**
White, Ivory		●		●	●
Beige, Yellow		●		●	●
Brown: Light		●		●	●
Medium			●	●	●
Dark			●	●	●
Blue: Light	●			●	●
Medium			●	●	●
Dark			●	●	●
Green: Light	●			●	●
Medium			●	●	●
Dark			●	●	●
Red-Orange			●	●	●
Red			●	●	●
Burgundy	●		●	●	●
Black: ~~~ Acrylic			●	●	●
Metallic			●	●	●
Lacquer			●	●	●



Our Pricing...your Profit

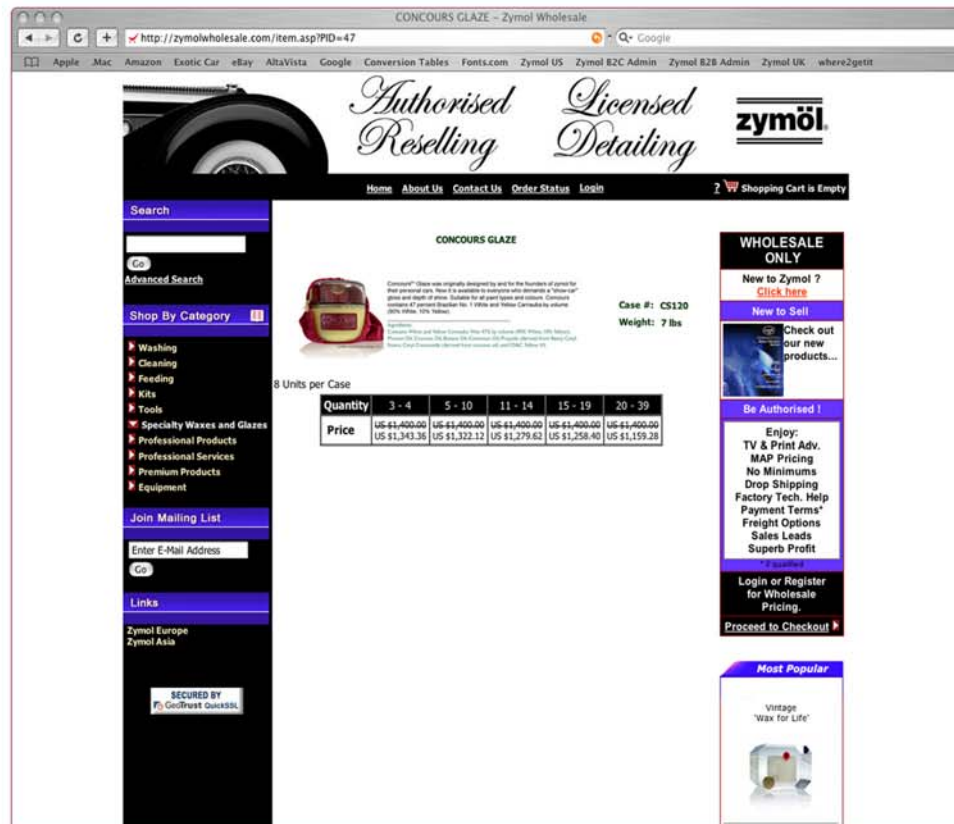
In order to protect our worldwide reputation and brand prominence Zymöl® has adopted a Minimum Advertised Price (MAP) for all Dealers, E-Sellers, Resellers, Licensed Detailers, Studios and Licensed Partners.

This MAP policy is one of the cornerstones of 'how' Zymöl operates. Acceptance into the Zymöl wholesale community is contingent upon understanding and adherence to this policy and factory approval. This MAP policy extends only to the retail customer and is strictly enforced which adds value to the Zymöl franchise and goodwill. By eliminating price erosion for products and services, the Zymöl community protects its own reputation and profit while fostering customer base growth through an increased Customer Satisfaction Index (CSI) and service.

All factory wholesale pricing and end-user MAP pricing is set by Zymöl. Inter-sales are allowed between Resellers as long as the Resellers are selling to only factory approved wholesale community members.

It is Zymöl's policy to restrict shipment of products to any company not adhering to the Zymöl MAP policy regardless of location.

By eliminating price erosion for products and services, the Zymöl community protects its own reputation and profit !



The screenshot shows the Zymöl Wholesale website interface. The main heading is 'Authorised Reselling Licensed Detailing'. The product being viewed is 'CONCOURS GLAZE'. A table shows pricing for different quantities:

Quantity	3 - 4	5 - 10	11 - 14	15 - 19	20 - 39
Price	US \$1,400.00 US \$1,343.36	US \$1,400.00 US \$1,322.12	US \$1,400.00 US \$1,279.62	US \$1,400.00 US \$1,258.40	US \$1,400.00 US \$1,159.28

Below the table, it says '8 Units per Case'. The page also includes a 'WHOLESALE ONLY' section with links for 'New to Zymöl?', 'New to Sell', and 'Check out our new products...'. There is also a 'Be Authorised' section with details about MAP pricing and a 'Most Popular' section featuring 'Vintage Wax for Life'.

Profit generally is the making of gain in business activity for the benefit of the owners of the business. The word comes from Latin meaning "to make progress", and is defined in two different ways, one for economics and one for accounting.

Pure economic profit is the increase in wealth that an owner has from making a wise investment, taking into consideration all costs associated with that investment including the opportunity for business growth through image and brand awareness.

Accounting profit is the difference between retail sales price and the costs of acquisition.

With Zymöl you get both!

We Keep You Ahead

4

Store Locator

Searching Results



Map	Name	Address/Phone	Distance
1	Pelican Parts	120 Standard Street El Segundo CA 90245 Phone: (888) 280-7799	miles directions
2	Mar-Co	2146 Newport Blvd. Costa Mesa CA 92627 Phone: (949) 574-7676	miles directions
3	Performance Products	8000 Haskell Ave. Van Nuys CA 91406 Phone: (800) 243-1220	miles directions

[More Results >>](#)

[New Search](#)

Mapping Locator Powered by [where2getit](#).
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Our Growth plan is based upon a limited number

Worldwide Advertising



Print Support

For the consumer; products that have the prominent market position combined with astounding efficacy. The Zymol® cachet and market prowess is fostered by the factory, advanced by the wholesale community and supported by over a million consumers.

For the Zymol wholesale community members; programmes, policies, training, advertising, business development and one-to-one marketing guidance.

Our growth plan is also based upon our limited number of approved Dealers, E-Sellers, Resellers, Licensed Detailers, Studios and Licensed Partners. This controlled growth limits territorial overlap and assures product and programme knowledge.



One of the most critical and difficult aspects of managing customer loyalty is to provide customer services that satisfy consumer demands. The list of fundamental customer expectations has proven to be amazingly simple. The six key customer expectations are;

1. Make the complete product line available at all times.
2. Provide service with an articulate, knowledgeable staff who can provide support and documentation.
3. Deliver orders quickly and correctly.
4. Only offer excellent quality products, packaging and shipments.
5. Give immediate responses to any customer question, big or small.
6. Make customers happy by resolving their problems today.

Your customer's expectations are formed around the experiences they have had, or will have, with you or anyone within our wholesale community.

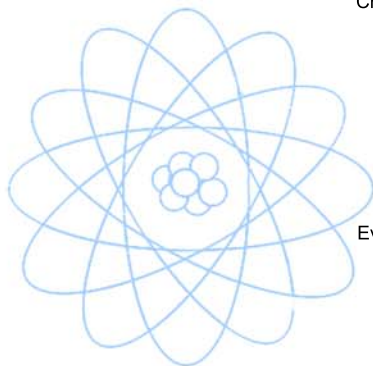
As the Car Care product and service leader, together we must be constantly raising the bar. Customer expectations should be the single most important part of your organization's development and culture. Once you are approved our challenge is to keep you at the cutting edge of affluent support. Today's increasingly informed and connected customers expect no less.

Once you are approved our challenge is to keep you at the cutting edge of affluent support.



5

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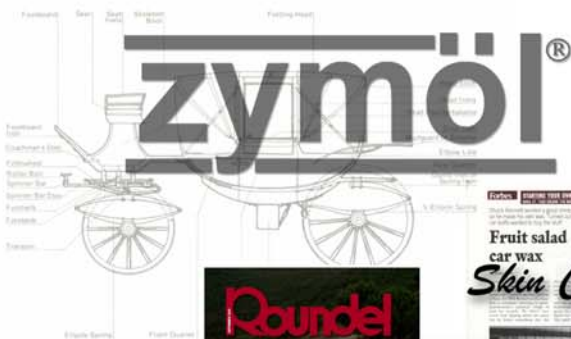
Services Exclusive Territory.
Responsible for All Zymöl
Sales within Territory.
Sells Entry Level Products,
and Accessories, Sells Hand
Crafted Products and Glazes.
Sells Education, Lifestyle and
Automove Related Products.
Uses Zymöl Trademark as
name of Business. Uses Zymöl
Customised Website.

Every approved Alliance company is fully listed on all Zymöl® websites.

We pledge to provide the purest, highest quality,
hand-crafted Automotive Enhancement products
available.

We pledge to keep Zymöl® perfect !





Sometimes it's not the car that you need . . .
it's the car that needs you! -C.Bennett



Fruit salad
car wax
Skin Care for your Car™



Pure, Powerful, Perfect.™



Congratulations to Pebble Beach and Harry Yeaggy



Congratulations to Pebble Beach and Sam and Emily Mann



DISPLAY YOUR PASSION™



REV.	DESCRIPTION	DATE
01	Great People Always Make a Difference...	01/93
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