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## INTERNAL PARTNER NEWS - JULY 2019

Hello Name,

Here is our latest Partner News.

Greetings from Overath, we wish you a nice summer,

Bernd, Heiner, Neil & the CCM Team.

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### Gerd Zimmermann is our new international Sales & Marketing Manager



CCM wishes to announce that Gerd Zimmermann (the brother of CCM MD Bernd Zimmermann) has joined the team, as the new Int. Sales and Marketing Manager.

Gerd has extensive experience in the automotive sector, having managed an independent company in the industry for many years. Having supported the development of CCM over recent years in a "behind the scenes" role, Gerd is pleased to take up this important position, in a full time capacity, in order to support the further expansion of CCM.

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### New Flyer "Graffiti Protection" online

Our new flyer "Graffiti Protection" is now [online](#).

**A one pack, single coat, long lasting, non-sacrificial coating which provides excellent protection against fly poster and graffiti attack. The product allows easy and repeated removal of graffiti by using water/detergent.**

7626 Graffiti Protection is ideally suited for locations which encounter regular graffiti events. It offers enormous flexibility in terms of application.

It can be applied to almost all surfaces. The layer itself is also flexible and this characteristic is the reason why graffiti is unable to bond effectively, thus creating a world leading, vandal resistant finish.



**Easy Clean Graffiti Protection**



[www.ccm-international.eu](http://www.ccm-international.eu)

## Important: Please confirm the receipt of this partner newsletter

Actually we are sending this partner newsletter to appr. 100 partners worldwide. Our report shows us that several mails are not being opened and often if we follow-up at our partners they have opened them.

Please re-confirm the receipt of this newsletter so that we can update our database  
(e-mail: [info@ccm-international.eu](mailto:info@ccm-international.eu)).

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### New Partner Explanation Video: Hot Stuff Textile Coating



We have published a new partner explanation video:  
Neil demonstrates how to use our Hot Stuff Textile Coating for clothes.

You can find it in our [partner portal](#) in our website  
(access dates see below).

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New CCM Partner Portal on the website

We have set up a partner portal on our website:

**[www.ccm-liquid-glass.com/en/partner-portal/](http://www.ccm-liquid-glass.com/en/partner-portal/)**

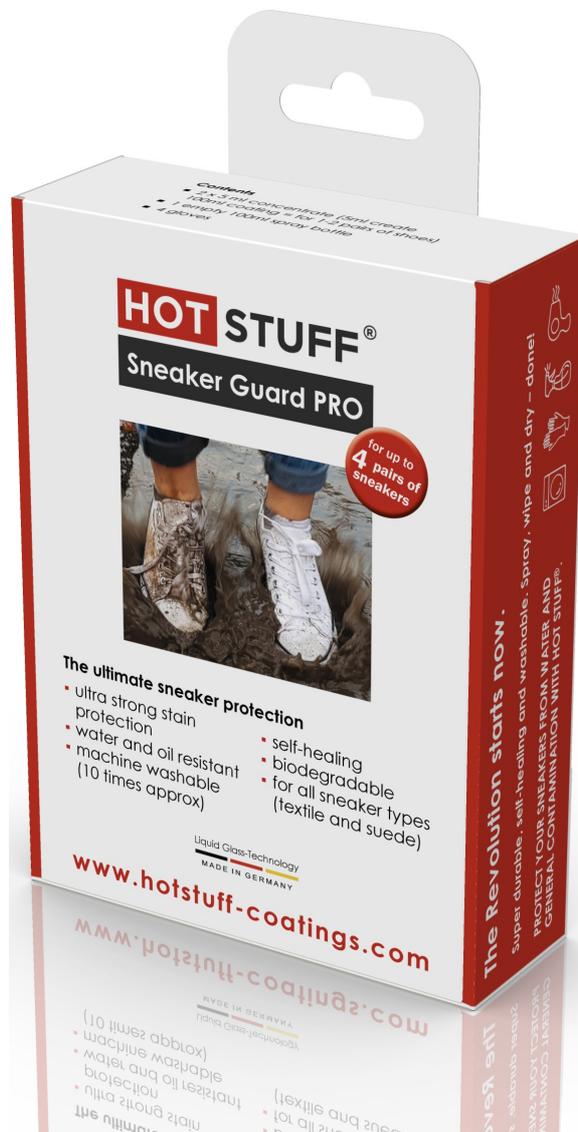
**Password: ccm.partner-access**

Here you can find:

- 1) CCM Master Class Training Videos
- 2) Webinar recordings
- 3) The latest Partner newsletters
- 4) Additional "internal" information

We consider this portal as being a "privileged access area". Please do not provide this information to others.

## **New Product Introduction: Hot Stuff (R) washable sneaker coating**



After many years of R & D we are very proud to present **HOT STUFF** the first high performance machine washable stain and water repellent textile coating on the market:

The first product we are introducing to the international market is our "**Sneaker Coating**".

**Here are some attributes:**

- ultra strong stain protection, suitable for military use
- very durable - machine washable at 30°C (min.10 times/eco wash)
- water and oil resistant
- self-healing
- biodegradable
- for all types of sneakers made from fabric and suede (not optimized for smooth leather shoes)
- easy-to-use
- no color change
- water-based
- Free from propellant gas and CFCs
- not tested on animals

We have created a dropbox for you with all information and prices.

**Here** you can download all information.

For prices please contact Bernd ([zimmermann@ccm-international.eu](mailto:zimmermann@ccm-international.eu)).

The sales program in Germany has just started, in co-operation with an exclusive partner.

[German website](#)

In our view we are very much world leaders with this product as the performance characteristics are equal to or surpass industrially applied technologies, and yet this is a DIY technology. Our research informs us that our technology significantly outperforms competitor technologies. This will provide us all a huge opportunity to lead the market. We expect that this product will be at least as successful as our mobile phone coating which we have sold throughout the world and which we continue to sell in millions of units.

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## Individualised Training sessions are now available.

Our colleagues can be booked for individual training and application services.

[Here is the full offer.](#)



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