



# ROMAR GLOBAL CARE group



## WELCOME

BIENVENIDOS / BIENVENUE

**RGC®**

**ROMAR**  
BODY & HOME CARE

**AGRADO**  
COSMETIC

*aerosoles*  
*previa* s.a.

 **ENVASADO**  
**XIOMARA SL**

# RGC<sup>g</sup>

## GROUP PRESENTATION

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ENVASADO  
XIMARA S.L.

# 10 key points about us

- 1 Manufacturer of HOUSEHOLD and HYGIENE PRODUCTS (liquids and aerosols).
- 2 Largest aerosol manufacturer in Spain.
- 3 Group comprising specialist companies in different areas: own brands, private label, filling for third parties, etc.
- 4 MULTI-CHANNEL presence.
- 5 Strong INTERNATIONAL presence.
- 6 ONE STOP SHOPPING specialist: over 20 different product categories.
- 7 Specialised teams in R+D and marketing.
- 8 Innovation and flexibility.
- 9 High level of development in INDUSTRY 4.0.
- 10 Over 50 years' experience in the sector.

# Our history

The Martínez family founded **Quimi Romar** as a manufacturer and packer of cosmetic and household products.



1968

Romar were *pioneers* in creating brands in the *value sector*, and in *exporting* personal hygiene.

The 90's

**AGRADO**  
COSMETIC

The group acquired new brands for mass distribution and **AGRADO COSMETIC** was born.

2012

**Realza Group** entered as majority shareholder. Since then, the business has received **€12M in investments** and its management has been professionalised.

2009

Entry of **GPF CAPITAL** and merger of the companies into a single group.

2019

**RGC<sup>g</sup>**

Romar Global Care has over **350 employees** and a **€85.5M turnover** with **150M units** produced each year.

José Luis Labiaga founded **Envasado Xiomara**.



1976

Envasados Xiomara began developing cosmetic products.

The 80s-90s

Product *diversification* and entry into new markets.

2000s

2012

Acquisition of **Aerosoles Preval**.  
*aerosoles preval s.a.*

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# Our companies



*Specialises in liquids  
and the group's own  
brands in all channels.*



*Own brands and  
developments for  
mass distribution and  
export.*



*Packaging for third  
parties, specialising in  
aerosols and party and  
automotive products.*



*Development of small  
bespoke projects,  
especially spray  
cosmetics.*

# Product categories



## Cosmetics

Body Treatment  
Facial Treatment  
Hands and foot care  
Kids care  
Perfumery



## Personal hygiene

Shower gel  
Hair hygiene  
Liquid hand soap  
Hygienic hand solutions  
Kids care  
Oral Hygiene



## Household

Cleaning products  
Clothing care  
Home fragrance  
Insecticides  
Car and DIY



## Party

Celebration spray  
Hair colour spray  
Body paint  
Make-up sticks  
Other products

# Product formats

HOUSEHOLD, HEALTH AND BEAUTY and PARTY

- 1 Aerosols
- 2 Bottles
- 3 Tubes
- 4 Jars
- 5 Flammable
- 6 Clean room
- 7 Make-up sticks

## Our facilities



70.000  
m2

2  
production  
centres

In-plant  
manufactur  
ing of PP  
and PET  
containers

150  
million  
units each  
year

36  
filling lines



# Brands and channels

Channel diversification through brands with **different positioning** and qualities and **mass distribution of private labels**.

Mass distribution and traditional channel	Value sector	Export	Private label	Intermediaries
     	    	 	       	       

# Our tools

## R+D: efficiency in innovation

- Large team of **pharmacists and chemists** dedicated to R+D
- Always a step ahead of the **client's needs**

*\*AGRADO Beach  
Waves Styling  
Spray voted Spanish  
Innovation Product  
of the Year 2018*

- Always the **perfect formula** to innovate without breaking the bank.



- ✓ Continuous monitoring and advice on trends
- ✓ Close collaboration with sales and marketing



# Our tools

## Product design

- Specialised **Product Managers** for each category
- Own **industrial designer** department
- **Concept** + creation of **all** elements + **expertise** on the **point of sale**



# Our tools

## Quality and certifications

- **Environmental Management System: responsible sustainability and protection.**
- **Member of different sector associations and true to their commitments and recommendations.**



- **ISO 9001:2015, ISO 22716:2008, IFS (01/2020) certified**



# Our tools

## A global observer

- International team of over **10 Area Managers** of different nationalities.
- Product export to over **70 countries**.
- **Global market** monitoring: forecast of trends and efficiency improvements.
- **+150** distributors worldwide

✓ Not only do we export products:  
we import concepts

✓ “Think outside the box”



# Our tools

## Industry 4.0

- **Real-time monitoring systems (MES – SCADA):**
  - Productivity monitoring and automatic fault and stop detection.
  - Constant automated quality controls and checks.
- **Lean Manufacturing:**  
**production efficiency.**

- ✓ 100% parametrised and monitored manufacturing and filling.
  - ✓ What, how and when in real time to all the team.





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**THANK YOU**

GRACIAS / MERCI

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