

# ALMA F.R.C.

FINANCE RECHERCHE COMMERCIALISATION



DASCO  
EST. 1946 | LONDON

Débé  
SINCE 1953

Joseph Lyddy

LA CORDONNERIE  
ANGLAISE  
PARIS



P.O.P  
PURE OYSTER FLESH POWDER  
POUDRE DE CHAIR D'HUITRE

SAPHIR®  
Beauté du Cuir

SAPHIR®  
MÉDAILLE D'OR 1925  
PARIS

tacco

TARRAGO  
1943

waproo®  
australia

WREN'S  
SINCE 1899

ALMA F.R.C. PRESENTATION

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ALMA F.R.C.



*ALMA F.R.C, Magnac-Lavalette, Charente, France*

**ALMA F.R.C.  
WORLD LEADER IN  
LEATHER CARE AND  
SHOE ACCESSORIES.**

# GLOBAL LOCATIONS

## TACCO

tacco **Débé**  
SINCE 1953  
Antwerp, Belgium

## DUNKELMAN & SON

**DASCO** **WREN'S** **waproo**  
EST. 1946 | LONDON SINCE 1889 australia  
Desborough, Northamptonshire, England

## TARRAGO & AVEL HISPANIA

**TARRAGO** **TARRAGO**  
BRANDS FACTORY  
SNEAKER CARE  
Manresa, Barcelona, Spain

## PERFECTA

**LA CORDONNERIE**  
ANGLAISE  
Limoges, France

## DUNKELMAN SINGAPORE

**DASCO** **WREN'S**  
EST. 1946 | LONDON SINCE 1889  
Singapore

## WAPROO

**waproo** **Joseph Lyddy** **L.A. BROOKS**  
australia STEP AHEAD  
Melbourne, Australia

## AVEL

**SAPHIR** **SAPHIR** **AVEL** **LOUIS XIII**  
MEDAILLE D'OR 1925 PARIS Beauté du Cuir

Magnac-Lavalette, Charente, France

**P.O.P**  
PURE OYSTER FLESH POWDER  
POUDRE DE CHAIR D'HUITRE

Gujan-Mestras, Gironde, France



## 02\_KEY INFORMATIONS



# DISTRIBUTED IN OVER 85 COUNTRIES

## LIST OF KEY COUNTRIES

### EUROPE

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Andorra  
Austria  
Belgium  
Bulgaria  
Channel Islands  
Cyprus  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary  
Iceland  
Ireland  
Italy  
Latvia  
Lithuania  
Luxembourg  
Monaco  
Norway  
Poland  
Portugal  
Romania  
Serbia  
Spain  
Sweden  
Switzerland  
The Netherlands  
Ukraine  
United Kingdom

### ASIA

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China  
Hong Kong  
India  
Indonesia  
Japan  
Korea  
Malaysia  
Russia  
Singapore  
South Korea  
Sri Lanka  
Taiwan  
Thailand  
Vietnam

### AFRICA

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Angola  
Benin  
Cameroon  
Gabon  
Mauritius  
Morocco  
South Africa  
Uganda  
Réunion  
Island

### AMERICA

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Canada  
Colombia  
Ecuador  
Martinique  
Mexico  
USA  
Uruguay

### MIDDLE EAST

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Bahrain  
Israel  
Turkey  
United Arab  
Emirates

### OCEANIA

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Australia  
New Zealand  
French Polynesia

# FAMILY ENTREPRISE

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## THREE GENERATIONS

*ALMA F.R.C.* roots and spirit come from Lucien Moura who was succeeded by his son Alexandre and in turn grandson Marc Moura who hopes to pass on the legacy to his children.

*Saphir*, the group's flagship brand, has just celebrated its 103rd anniversary.

*Avel* was founded in 1977 by Mr Alexandre Moura. His son Marc Moura became the President in 2004, and is also the current President of *ALMA F.R.C.*

The worldwide success of our products is due to the value and the spirit that have been in place and passed down over three generations.

Concern for quality, respect for tradition and innovation are at the heart of an ambitious international dynamic at the service of consumers.

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# LIVING HERITAGE COMPANIES

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The Entreprise du Patrimoine Vivant (EPV) label is a mark of recognition of the French State, put in place to reward French firms for excellence in tradition and industrial know-how.

It is a great honour to be recognised. *ALMA F.R.C.* has received awards for two of its companies, *Avel* and *Perfecta*.

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## VIEW LISTINGS

[Avel](#)

[Perfecta](#)





# MANUFACTURING OUR PRODUCTS

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**Shoe care** made in our own production plan in:

- Magnac-Lavalette, France
- Barcelona, Spain

Production of **insoles** (vegetable tanned leather, latex and cotton sourced through European suppliers):

- Antwerp, Belgium

**Laboratories:**

- Magnac-Lavalette, France
- Barcelona, Spain
- Our teams have a complete control on the quality of our products and constantly innovate thanks to our laboratories.

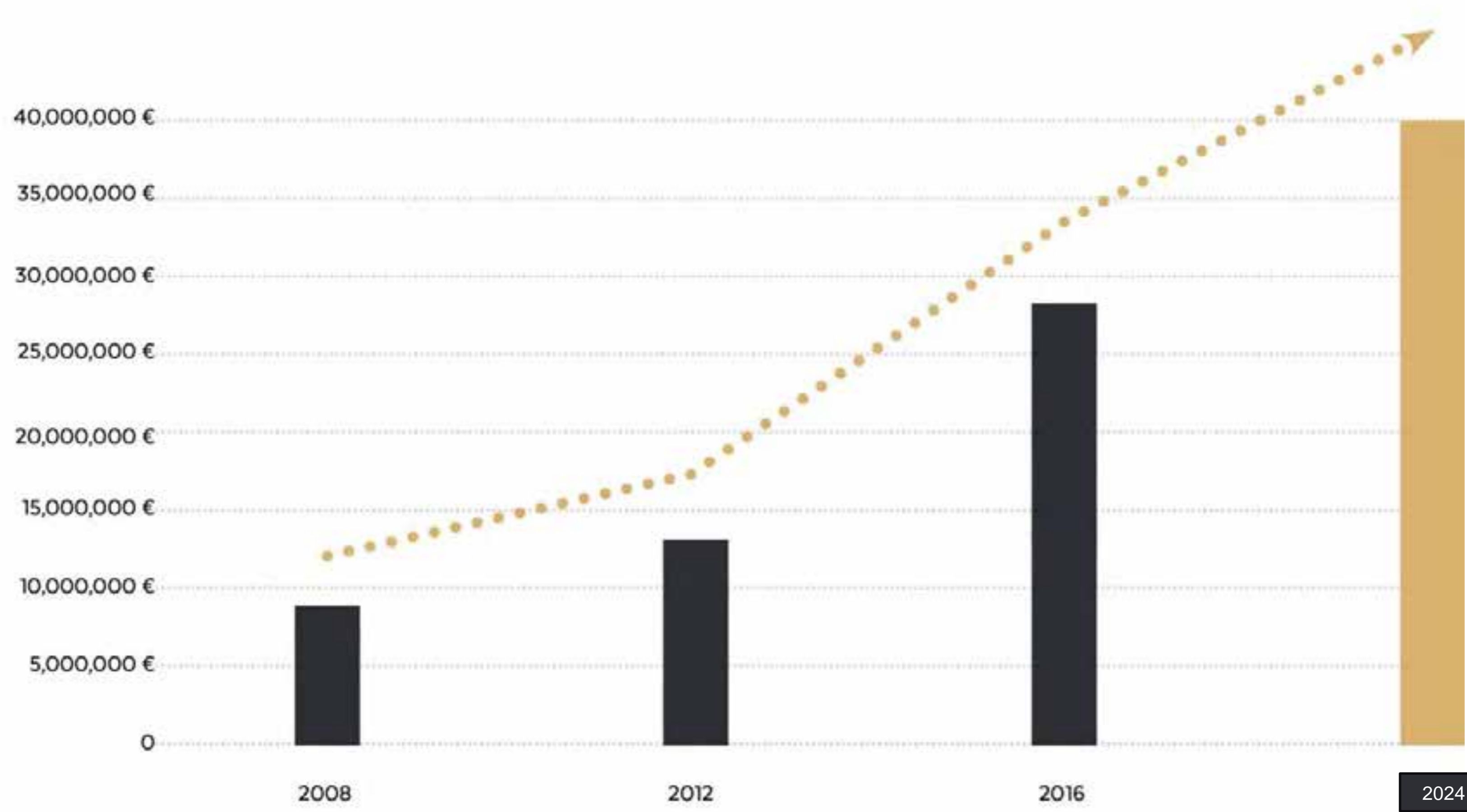
We are also producing **shoe trees** with PEFC certified wood for the most renowned brands:

- Limoges, France
  - Desborough, England
- 



# 06\_ OUR EVOLUTION

**GROWTH**  
**5.32**  
**TIMES OF 2008**  
**TURNOVER**



# 07\_OUR COMPANIES

## AVEL SAS

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The *Avel* company was founded in 1977 by Alexandre Moura. *Avel* markets four key brands. *Saphir Médaille d'Or* is a world leader in premium leather care products, and *Saphir Beauté du Cuir* boasts the widest range of leather care products on the market.

*Louis XIII* produces wood, metal, tile and stone care products. *Avel* has its own branded range of care products for leather, textile, wood, metal, tile and stone.

Our products are manufactured in France.

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**SAPHIR**<sup>®</sup>  
Beauté du Cuir

**SAPHIR**<sup>®</sup>  
MÉDAILLE D'OR 1925  
PARIS





## PERFECTA SAS

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*Perfecta* focuses on the manufacturing of high-end shoe trees and shoe accessories. It produces a premium range under the label *La Cordonnerie Anglaise*. *Perfecta* also has a unique position in the market by offering bespoke shoe trees for its private label clients.

The company has developed a successful model which focuses on the use of high-end raw materials, with techniques inherited from more than a century of unparalleled experience. Combining traditional methods with modern technology allows *Perfecta* to produce products of the highest quality.

Working to ensure the highest European standards of safety *Perfecta* also ensures its raw materials are sourced from responsible and renewable suppliers.

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# TACCO INTERNATIONAL NV

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*Tacco International* is one of the most respected producers of quality insoles in the world, with 68 years of experience in the industry, *Tacco* has been producing insoles “Made in Belgium” since 1953.

*Tacco* is very proud of its 2 internationally recognized brands *Tacco* and *Débé*, but is also the house producer for 86 international brands using more than 300 different material combinations.

Thus each year over 15 million pair of insoles leave for customers all over the world.

These worldwide customers have chosen *Tacco* because of the use of the highest quality materials such as vegetally tanned leather, latex and cotton sourced through European suppliers, combined with a product traceability and customer service second to none.

Our young and creative team is ready to take the know-how of several generations into the future.

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tacco

Débé

— SINCE 1953 —

# TARRAGO BRANDS INTERNATIONAL S.L

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*Tarrago Brands International* produces care and repair products for fabric, leather, sports garments, upholstery, leather goods, shoes and sneakers.

Founded in 1940, *Tarrago Brands International* was born in the cradle of the Spanish textile industry. Almost 80 years on the company has over 2,000 products across 5 brands. The brands focus on five niche markets: Original Therapies, Factory Sneakers Care, Outdoor Care, Healthcare Solutions and Professional Solutions.

*Tarrago* is an European brand with global recognition. Developed, designed and manufactured in Barcelona (Spain) and sold in over 80 countries.

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**TARRAGO**  
ORIGINAL THERAPIES  
1940

**TARRAGO**  
OUTDOOR CARE  
1940

**TARRAGO**  
SNEAKER CARE

**TARRAGO**  
HEALTHCARE SOLUTIONS  
1940

**TARRAGO**  
PROFESSIONAL SOLUTIONS  
1940



# WAPROO

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Waproo began manufacturing shoe and leather care products in Melbourne Australia in 1945 and has grown to become one of Australia's leading shoe and leather care companies. Our past, present and future are connected by a continued commitment to innovation, quality and excellence in customer service.

Joseph Lyddy was established in 1893 when Australia was a group of independent colonies. Horses were many, saddler and harness makers were abundant; but only a few ventured into supporting the industry providing care products like saddle cleaners and harness dressings. Joseph Lyddy pioneered in this area and became known and trusted in the industry.

J.A BROOKS is a second largest wholesaler of shoe repair in Australia.

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**waproo**<sup>®</sup>  
australia

**Joseph Lyddy**  
SINCE 1893



# 08\_THE FUTURE

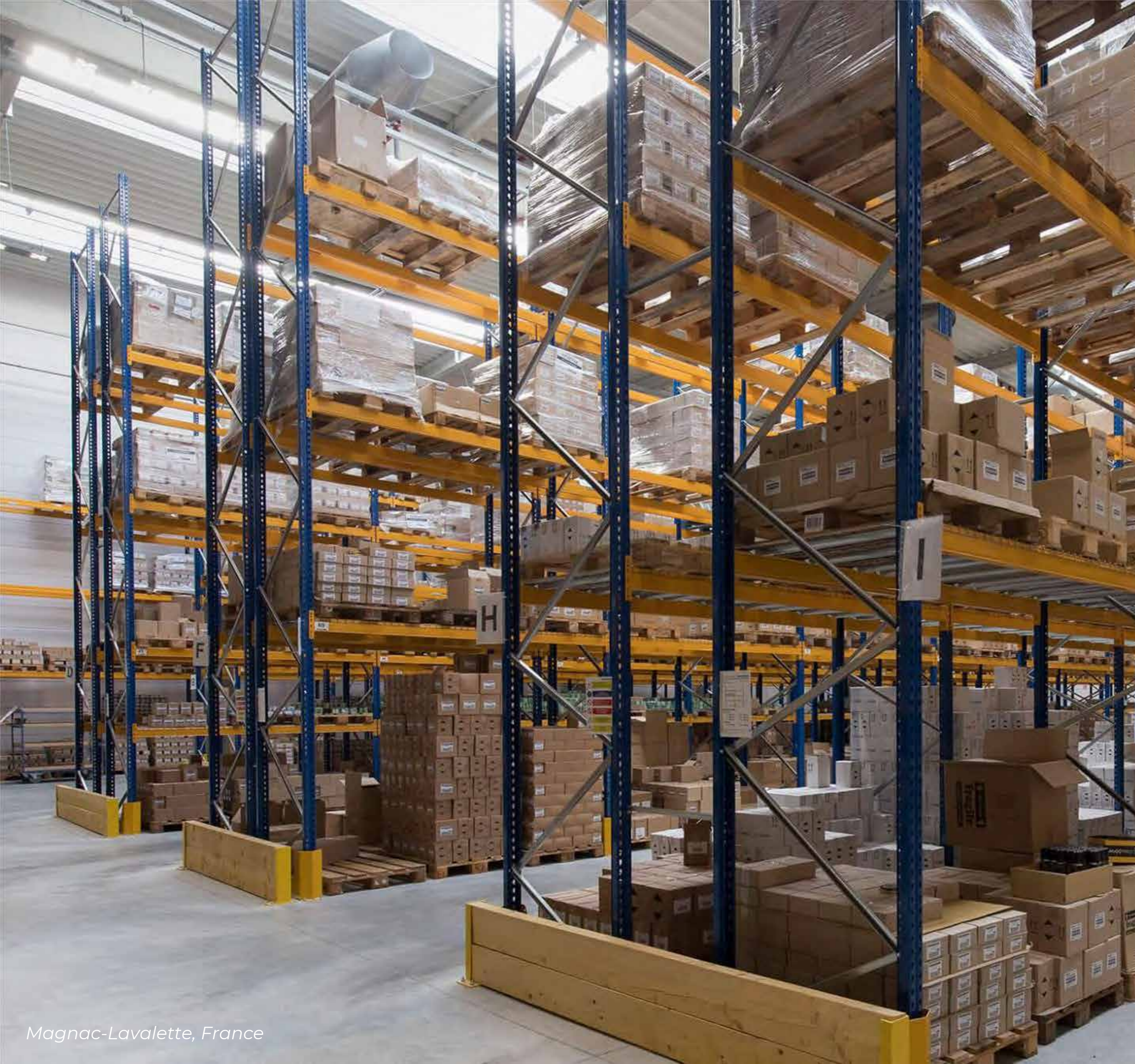
# INVESTING IN THE FUTURE <sup>1/3</sup>

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## 14 376 m<sup>2</sup> BUILT

At *Avel* and *ALMA F.R.C.* headquarters in Magnac-Lavalette France, a new logistic centre of 6000m<sup>2</sup> exceeding safety and security standards has just been built (optimal safety SEVESO norm), with a storage capacity exceeding 4,000 pallets.

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# INVESTING IN THE FUTURE <sup>2/3</sup>

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## 14 376 m<sup>2</sup> BUILT

At the *Tarrago* headquarters in Manresa Spain, we have invested in a factory and Logistics centre totalling 4,600m<sup>2</sup>.

In Desborough England, at *Dunkelman & Son*, a new factory and warehouse has been built with an area of 3 776 m<sup>2</sup>.

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# INVESTING IN THE FUTURE <sup>3/3</sup>

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## 3 000 m<sup>2</sup> BUILT

In Dandenong South Australia, at *Waproo*, a new logistic centre has just been built with an area of 3 000 m<sup>2</sup>. Made For. and LSR Construction Group are our construction partners. (Inauguration ceremony in may 2024.)

We are investing in our research laboratory to create eco-friendly formulations and the perfect products for new materials used for shoes and bags.

We are also investing in new digital technologies and interfaces to engage with our distributors and customers.

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Dandenong South, Australia

# 09\_VISIT US ONLINE

ALMA F.R.C.



[www.avel.com](http://www.avel.com)



[www.avel.com](http://www.avel.com)



[www.avel.com](http://www.avel.com)

[@la\\_cordonnerie\\_anglaise](https://twitter.com/la_cordonnerie_anglaise)



[www.pop-arcachon.com](http://www.pop-arcachon.com)



[www.dunkelman.com](http://www.dunkelman.com)

[@dasco\\_shoecare](https://twitter.com/dasco_shoecare)



[www.saphir.com](http://www.saphir.com)

[@saphir\\_official](https://twitter.com/saphir_official)



[www.debe.be](http://www.debe.be)

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[www.saphir.paris](http://www.saphir.paris)

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[@J.A.BrooksPtyLtd](https://twitter.com/J.A.BrooksPtyLtd)



[www.tacco.be](http://www.tacco.be)



[www.josephlyddy.com.au](http://www.josephlyddy.com.au)

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[www.tarrago.com](http://www.tarrago.com)

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[waproo.com.au](http://waproo.com.au)

[@waproo\\_au](https://twitter.com/waproo_au)



[www.wrens1889.com](http://www.wrens1889.com)

[@wrens1889](https://twitter.com/wrens1889)

THANK YOU

ALMA F.R.C.



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Débé  
SINCE 1953

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SINCE 1889