



serwo
AUTOMOTIVE

A close-up, low-angle photograph of a dark-colored car's front end, showing the headlight and a multi-spoke alloy wheel. The image is partially obscured by a large red diagonal graphic element.

**Serwo
Automotive**

Agenda



History of Serwo



Locations & Numbers



Sustainability



Further Info



Extract of product portfolio

SERWO GROUP

History of Serwo



History of Serwo

1948

Beginnings in 1948:
Foundation of Ludwig Wolf
Papiergroßhandlung, a
paper wholesaler, in
Leverkusen. First products:
paper packaging.

1977

**Foundation of
SERWO GmbH.**

1975

**First direct imports
from Asia.**

1992

Papier Wolf GmbH
Acquires Prestige
Verpackungen GmbH
in Magdeburg via the
privatization agency for
the former East
Germany.

1996

Sales launch of „**Clean
Set**“ – an innovative
idea from SERWO.

1998

**Merger of Papier Wolf
GmbH and SERWO
GmbH** under the name
SERWO GmbH.

History of Serwo

2000

The new **warehouse in Leverkusen** is completed.

2003

Ludwig Wolf sells his remaining shares in SERWO GmbH to his son **Achim Wolf**. Achim Wolf thus becomes the sole partner and managing director.

2009

ISO certification DIN EN ISO 9001: 2015; **quality management** has also been in place ever since.

2000

Joint development of a **production plant for seat covers & foot mats** with a strategic partner in Asia.

2006

Merger of SERWO GmbH and **Prestige Verpackungen GmbH** under the name SERWO GmbH.

2013

All activities of SERWO GmbH in the automotive accessories segment are concentrated in **Leverkusen** – all activities in the packaging packaging **Egeln**.

History of Serwo

2018

Martin Scherer and Christoph Dödtmann take over management of the company as owners

2019

New uniform corporate identity for the entire Serwo Group in red/black.

2021

Implementation of SAP Business One.
New logo for the entire Serwo Group.

2018

New company segment: With immediate effect, **industrial packaging** is shipped under the **Serwo Packaging** banner from the new Emmendingen location.

2020

Serwo GmbH experiences growth and the automotive branch is in the process of **restructuring**. Serwo reacted quickly to the COVID-19 virus and added masks and a new disinfection line to its **product portfolio**.

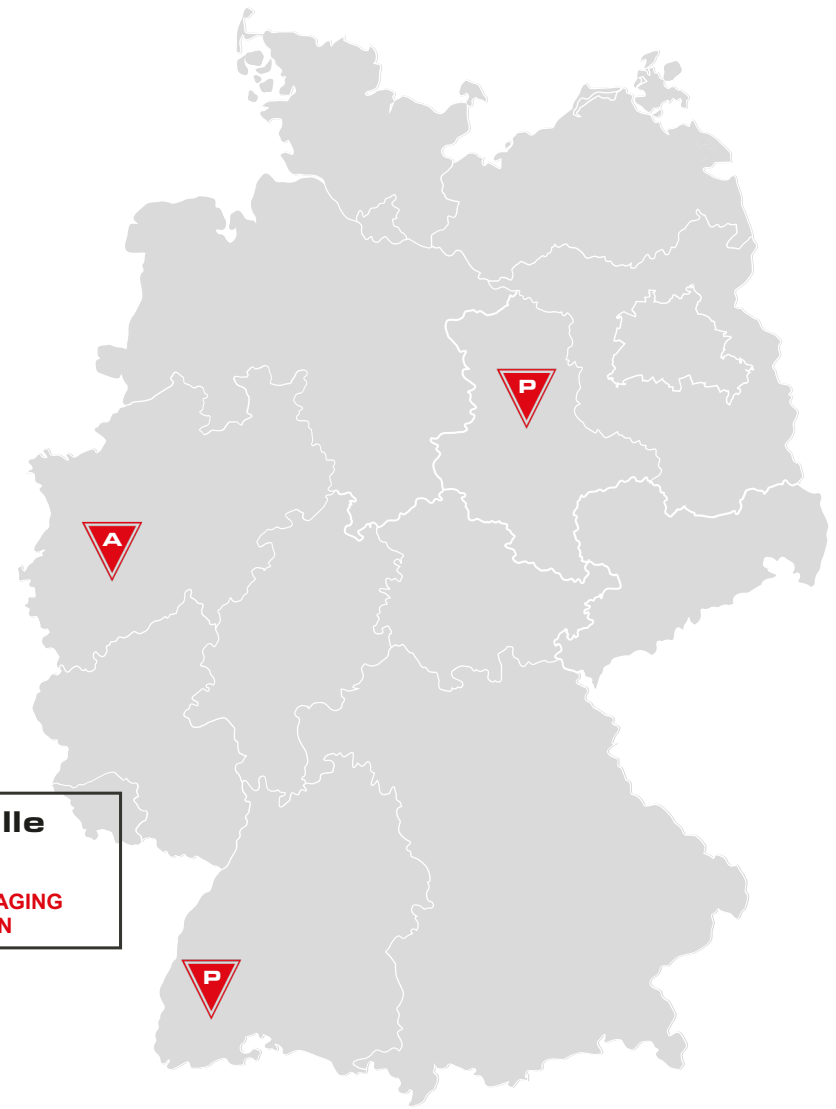
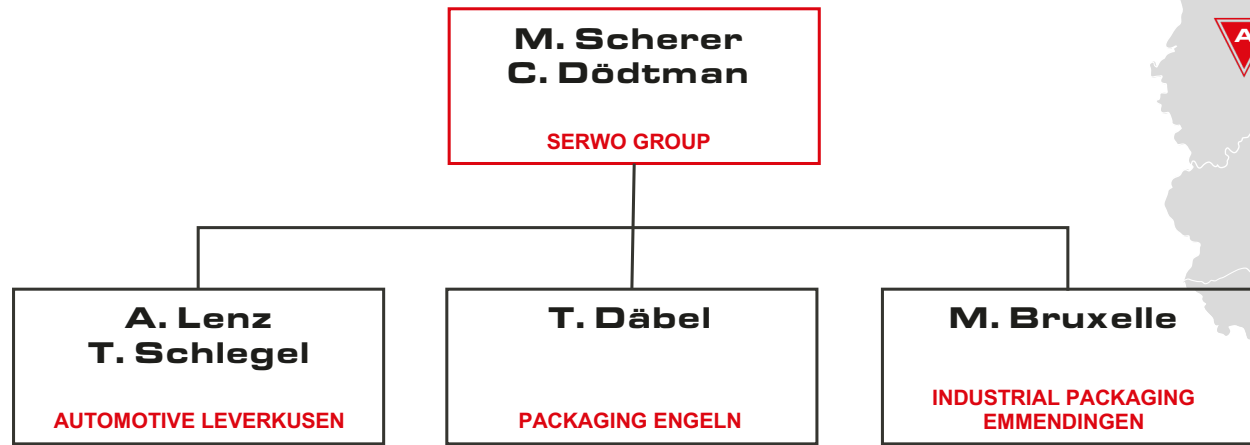
SERWO AUTOMOTIVE

Locations & Numbers



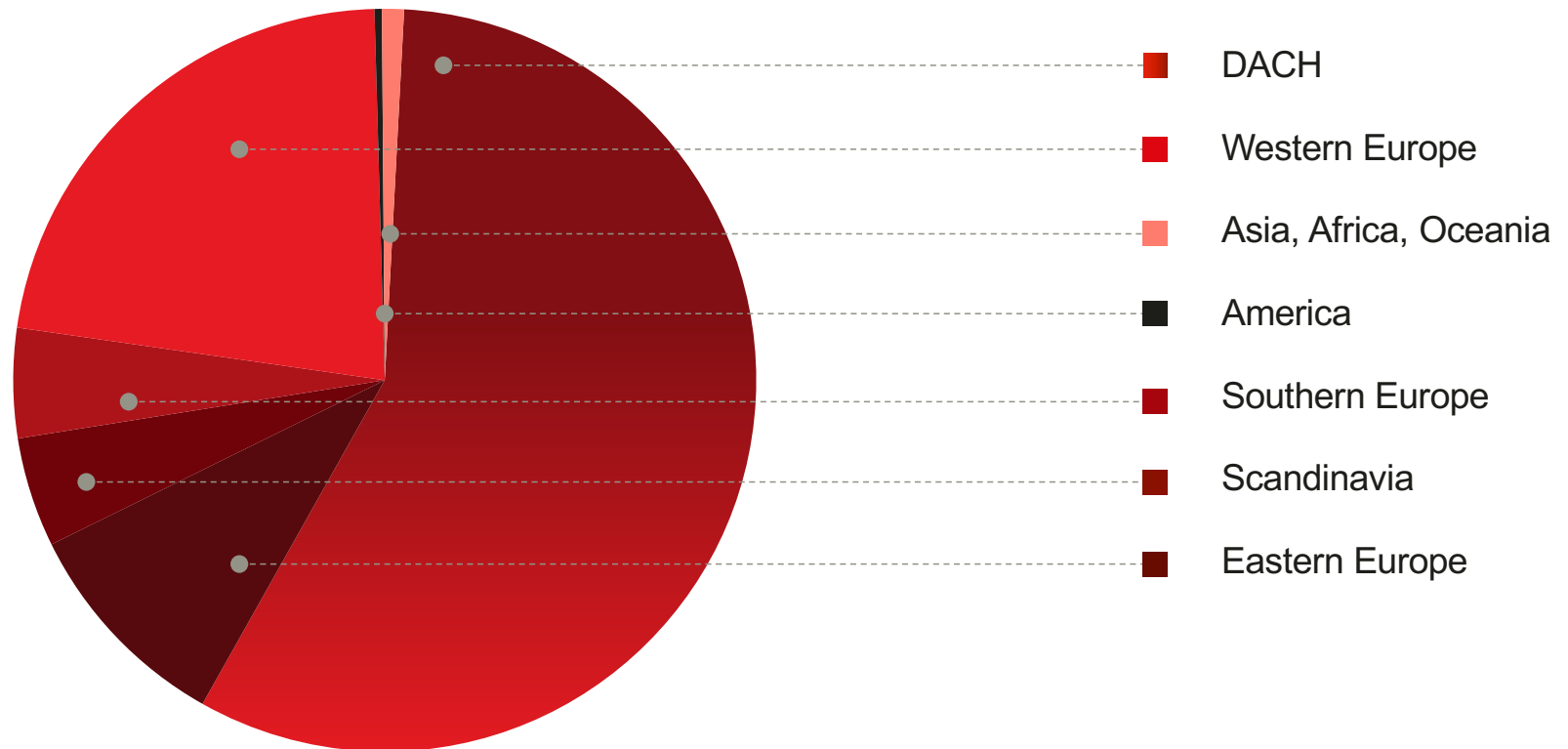
Locations & Numbers

Three strong teams under one banner



Locations & Numbers

Serwo Automotive
Turnover per region in 2021



Locations & Numbers

Serwo Automotive
Our Top Sellers



**5 in1
Clean Set**



**Disposable
tire bags**



**Seat covers
& foot mats**



**Order folders & key
tags**

INNOVATION IN

Sustainability



Innovation in Sustainability

Ecoprotect

Products made from recycled PET bottles.

At the end of 2019, we launched Ecoprotect – protective solutions made from recycled PET bottles.

Firstly, the product is environmentally friendly because it is **reusable**. And it's also made from **recycled plastic bottles**.



Innovation in Sustainability

Ecoprotect

Made from Recycled PET bottles

Which doesn't only minimize waste – it also reduces carbon emissions.

An innovation on the market.

Reusability

The unique material becomes softer and smoother after each wash.

First test results showed **they can be reused up to 30 times.**

Made entirely from 100% recycled PET bottles.



Innovation in Sustainability

Recycled Polyethylene Products

Tire bags made from recycled materials

Several major customers are using these already, and none have reported any loss of tensile strength.

Seat Covers

With the reuse of polyethylene and the resulting new seat covers made entirely from PET bottles, we see a practical approach to using fewer resources.



Innovation in Sustainability

Reusable Solutions

Nylon Sitzschoner

Premium

Nylon Premium 4 in 1 Kit

Seat cover, foot mat, steering wheel cover, gearshift cover

Imitation leather mudguard protector

Premium

Imitation leather seat cover

Premium

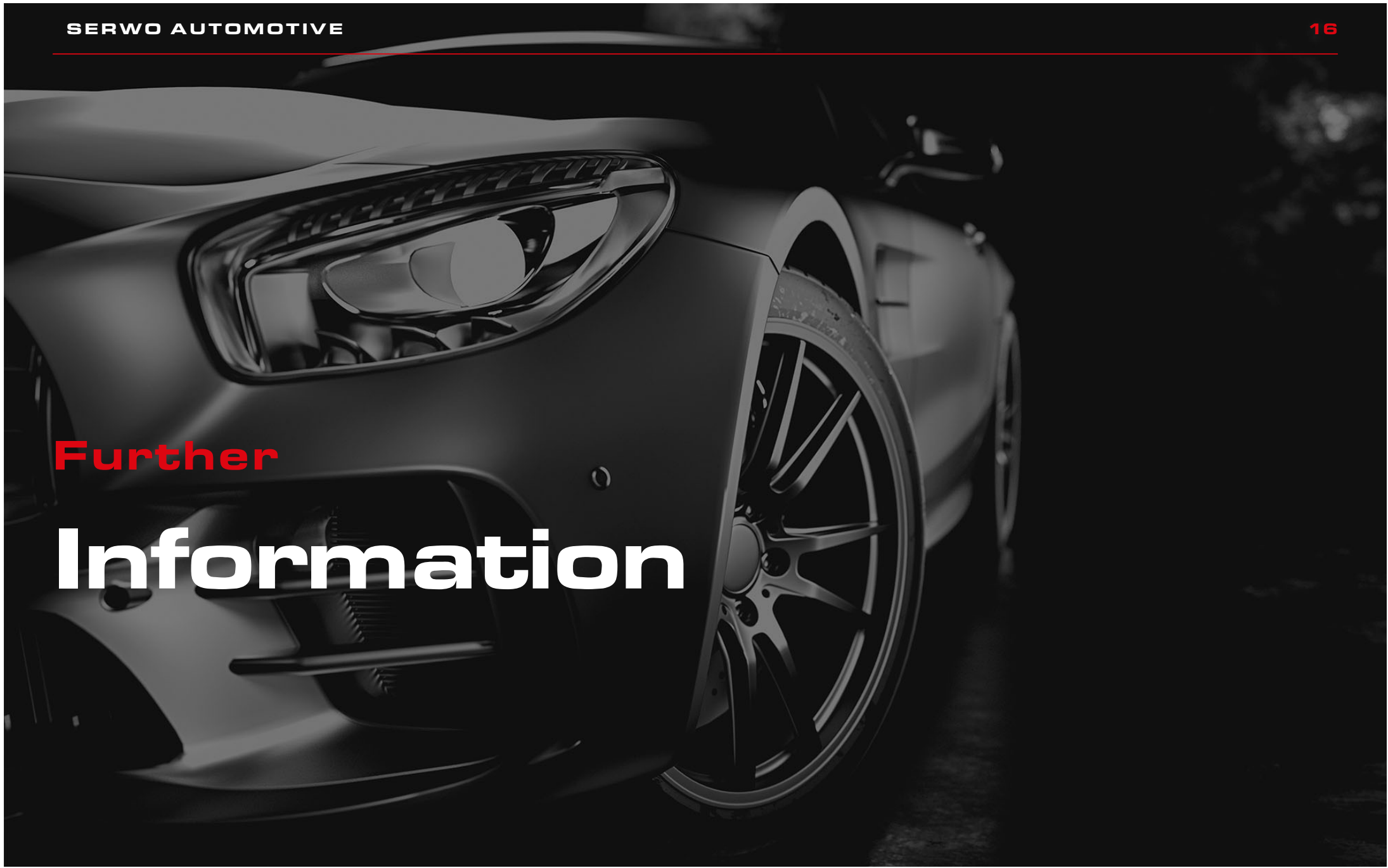
Ecoprotect seat cover

RPET



Further

Information



Further Information

Printing material

Our extensive **product catalog** and the additional leaflets give you an overview of our **automotive sector** product portfolio.

[DOWNLOAD](#)



Further Information

Online

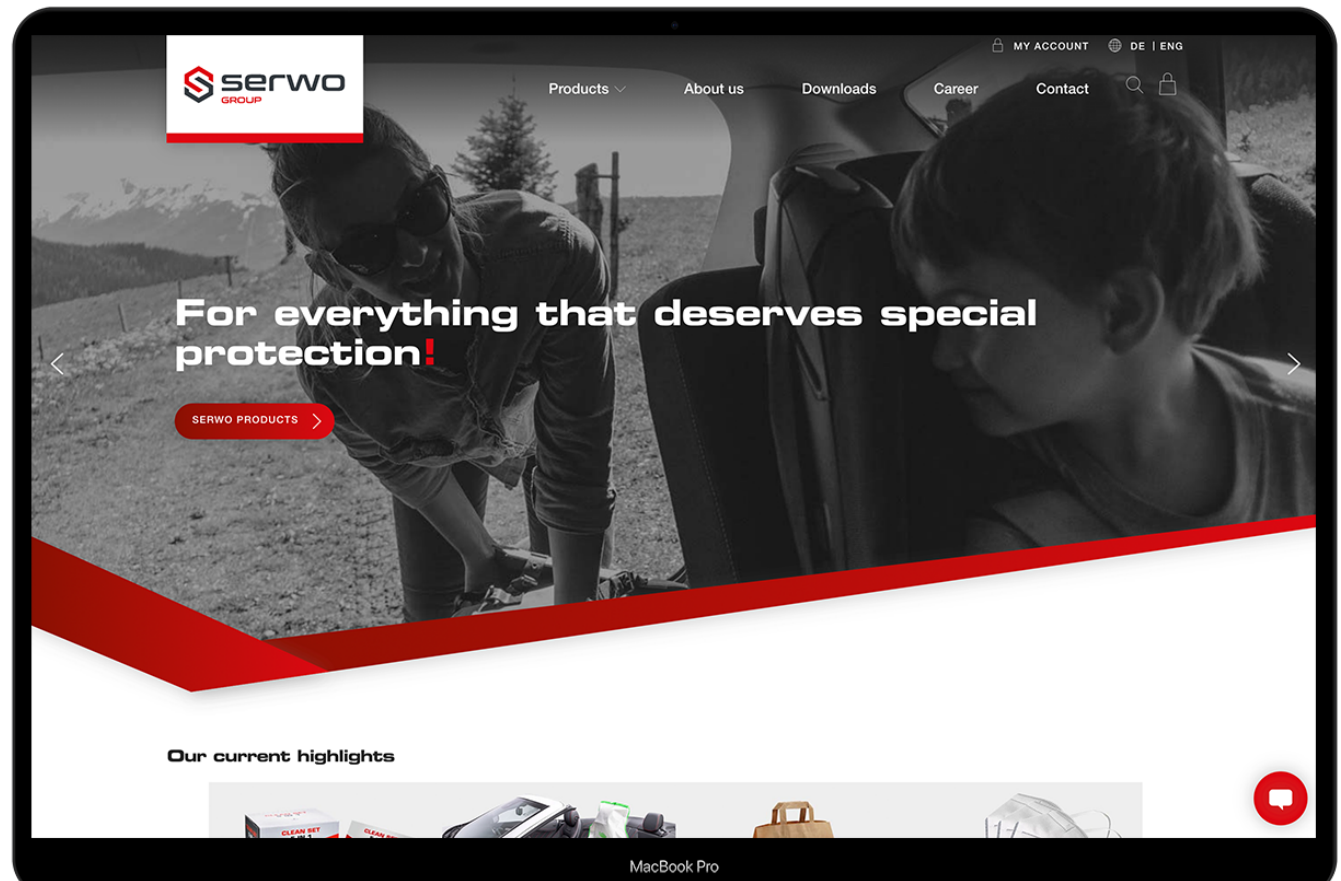
Further detailed information and contact details can of course also be found on our **website**:

SERWO.EU



You are also welcome to watch **our image film**:

IMAGE-FILM



EXTRACT FROM OUR

product portfolio

Liquid Protect



Disinfectant wipes for
hands and surfaces

- 0%
Alcohol-free
- Skin-friendly
- Protects against
viruses & bacteria
- no skin
sensitivity



Liquid Protect Disinfectant wipes & accessories



**DISINFECTANT
WIPES
100 BAGS**



**LIQUID PROTECT
MIRROR PENDANT**



**LIQUID PROTECT
„SOFTPACK 25“**

**LIQUID PROTECT
„SOFTPACK 50“**



**LIQUID PROTECT
„SOFTPACK 100“**

**LIQUID PROTECT
„DISPENSER BOX 150“**

Reusable seat cover – Nylon premium



- With „Protector“-print
- Prevents scratches, dirt and other damage
- Protect automobiles in production as well as in workshops
- Long lifetime due to high-quality und durable nylon
- Dimensionally stable, tear and abrasion resistant and waterproof
- Functional handling with optimized fit
- Integrated fixation on the back of the seat cover
- Improved protection against oil, dust and dirt
- Washable up to 50 degrees
- With hanging loop



Pro Box 4 in 1 – Nylon



Protective solution for the car made from nylon.
4 in 1 reusable protection set for the car interior.

Consisting of:

- Seat cover Premium,
Nylon black – 80 x 146 cm
- Car mat with anti-slip coating,
Nylon black – 45 x 50 cm
- Steering wheel cover,
Nylon black – 13 x 124 cm
- Gear knob protector,
Nylon black – 12 x 13 cm
- With „Protector“-print



X-Wing seat cover Nylon



- Packed separately
- Washable at 60 degrees - COVID compliant & TÜV tested.
- Long life thanks to high-quality and very durable nylon (400D)
- Functional handling with optimized fit
- Two extra wings on the sides to protect center console and door sill when door is open
- Integrated fixation on the back of the seat cover
- Improved protection against oil, dust and dirt through special coating
- With two suspension eyes

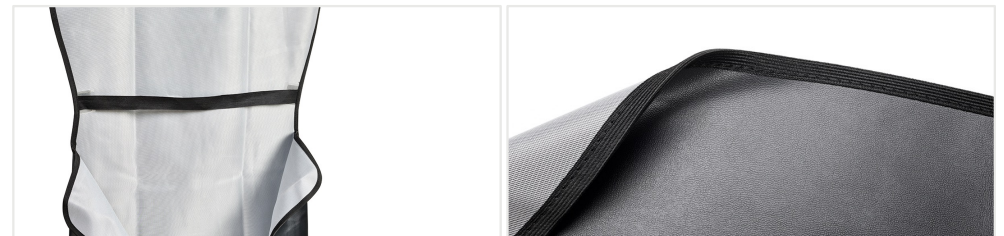


Reusable seat cover – synthetic leather premium



Premium quality – tailored to fit your needs

- With „Protector“-print
- Comfortable haptic
- Animal-friendly alternative to real leather
- Imitation leather is easy to care for, often even water and dirt repellent
- Use as a seat cover, as it is very robust, weather-resistant, easy to clean and lighter than real leather
- Long lifetime due to high-quality and durable synthetic leather
- Functional handling with optimized fit
- Washable
- With hanging loop



Promotion products



You are professionals. We make it visible.

With your name and symbol, you underline the professional aspiration of your company. And not only on the entrance sign, but also on all work equipment.

Promotion products - Serwo GmbH

