



## **Acquisition Criteria - Blue Magic, Inc.**

### Company Description -

Blue Magic, Inc. is a leading manufacturer of specialty chemical products (cleaners, polishes, air fresheners, adhesives, and sealants) sold under the Blue Magic®, PURE CITRUS®, QuikSteel, Turbo 108 and CarGo® brand names. Founded as CarGo Chemical Company in 1959, the company purchased Blue Magic, Inc. in 2002 and began operating under that name. The Blue Magic® brand distinguishes a diverse line of appearance chemical products. The Pure Citrus brand of all-natural air fresheners and the Turbo 108 brand of fuel additives were added to the product mix in 2005 following the purchase of North American Oil Company.

### Vision Statement -

Blue Magic products cater to consumers who clean, repair and maintain their own vehicles. Many of our products, such as air fresheners, have household applications as well. Blue Magic, Inc. is known for "Products That Perform™"-products that are guaranteed to perform as promised "or your money back."

### Growth Strategy -

Blue Magic's carpet and leather care products enjoy market leadership within the Appearance Chemical sector of the automotive aftermarket industry, and we are actively expanding products designed for comprehensive interior vehicle care. We are also engaged in efforts to increase distribution of Blue Magic, Inc. products beyond traditional automotive retail into Mass Merchandise, Discount, Drug, Hardware, and Wholesale Club channels. New, all-natural floral and spice versions of Pure Citrus® air fresheners feature today's most popular fragrances and are designed to expand our distribution in Grocery, Mass Merchandise, Hardware, and Drug outlets.