



**bolas**

máquinas e ferramentas

# Solutions for Industry



QUALITY

SECURITY

INNOVATION



# PAST AND PRESENT



# History

<b>1965</b>	Beginning of the activity
<b>1970</b>	Broadening of the activity to the entire national territory. Signing of several exclusive distribution agreements with European manufacturers (Coryn, Fini)
<b>1980</b>	Inauguration of the new headquarters (caminho municipal)
<b>1981</b>	New business strategy : sales exclusively to traditional dealers of machines and tools
<b>1983</b>	Exclusive distribution agreement with Telwin S.p.A
<b>1984</b>	Inauguration of the first Branch (Ovar)
<b>1990</b>	Inauguration of Carnaxide Branch and Metabo tools launch



# History

<b>1993</b>	Inauguration of the north Branch (Freixieiro)
<b>1997</b>	Inauguration of the current headquarters in Évora
<b>2002</b>	Inauguration of Alverca Branch
<b>2004</b>	Beginning of internationalization process (Angola)
<b>2010</b>	Broadening of internationalization process (Mozambique)
<b>2013</b>	Beginning of the exclusive distribution of Beta hand tools (Portugal/ Angola/ Mozambique)
<b>2015</b>	50° ANNIVERSARY
<b>2019</b>	Inauguration of the north Branch (Freixieiro)





# The company today



**ALVERCA**



**FREIXIEIRO**

**3**

**CUSTOMER SUPPORT POINTS  
SHOWROOMS**



**ÉVORA**

## The company today

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**27**



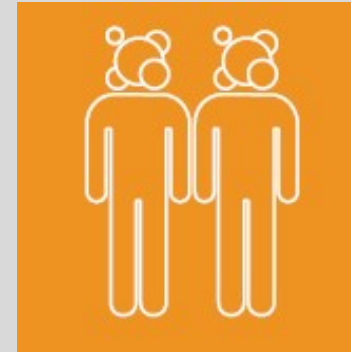
**SUPPLIERS**

**400**



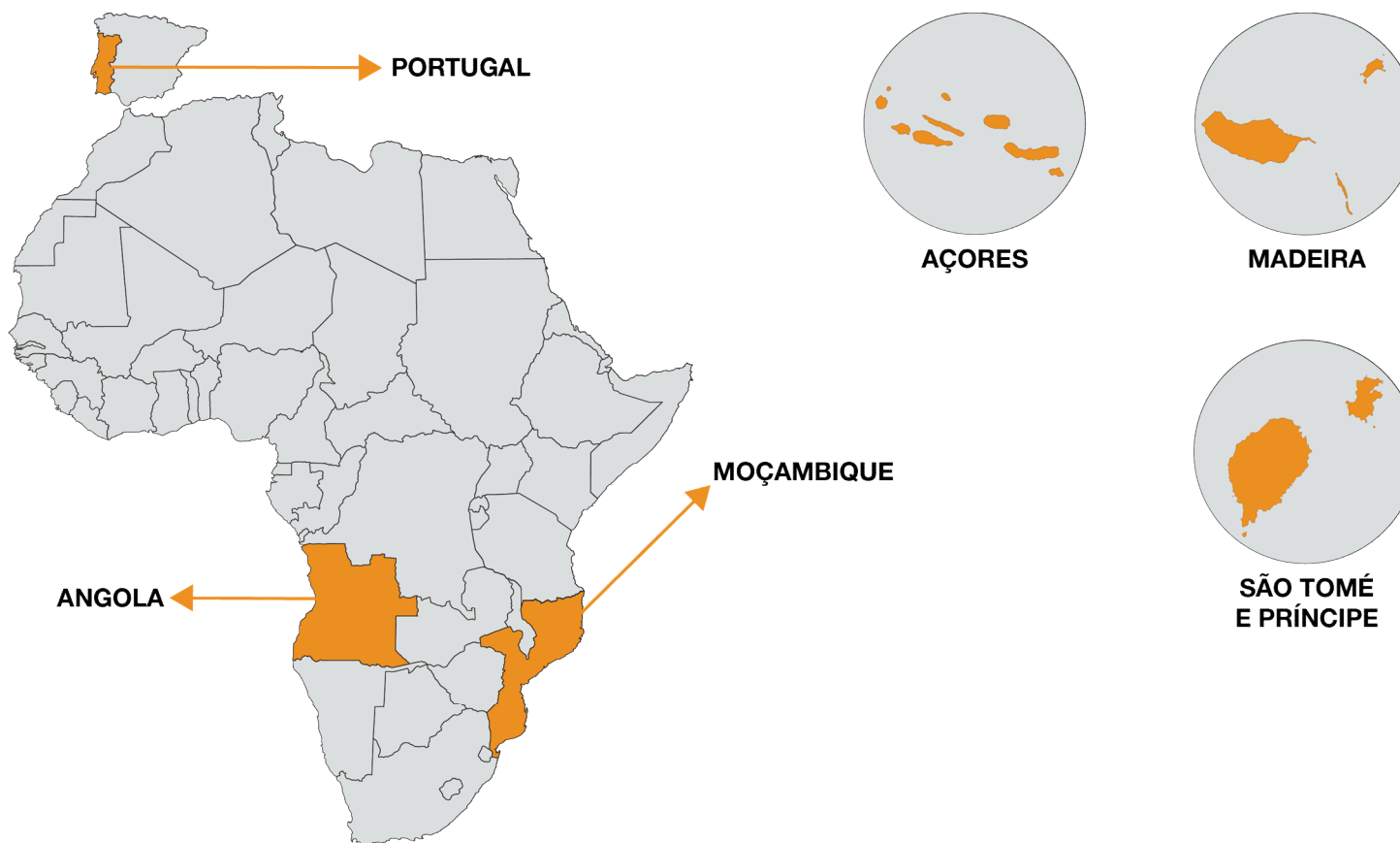
**CUSTOMERS**

**59**



**EMPLOYEES**

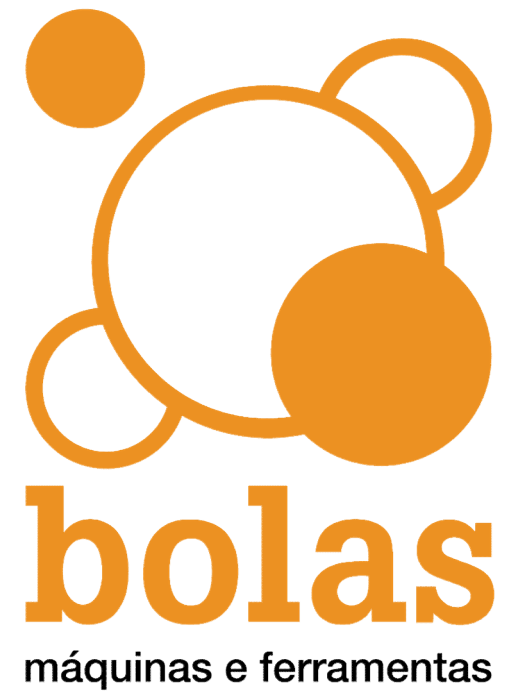
# The company today





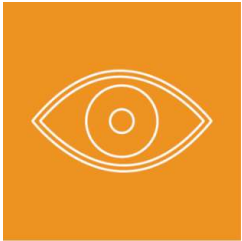


# VISION, MISSION AND VALUES



# Vision and Mission

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## OUR VISION

To be the reference partner in the market in quality solutions for industry

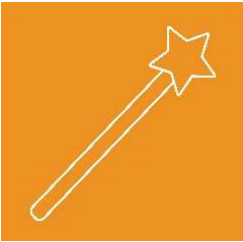


## OUR MISSION

To represent brands that are market leaders and offer - through specialized dealers and a competent, compromised and enthusiastic team - the best quality solutions for industry, generating sustained value.

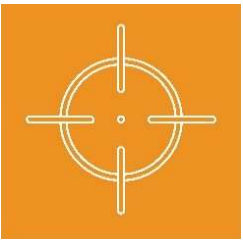
# Our values

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## **EXCELLENCE**

We aim at the quality and efficiency of our staff, suppliers, products, customers and processes, as a way to achieve it.



## **CUSTOMER ORIENTATION**

We assess and seek to continually improve customer satisfaction levels.



## **PARTNERSHIP**

We establish long-term partnerships, based on trust, rigor, respect, transparency and mutual cooperation. We believe that the development of our partners is also our development.

# Our values

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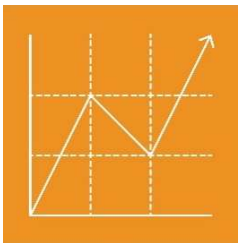
## **INNOVATION**

We look for alternatives, new ideas, new approaches and solutions. We try to do different and better. We see change as an opportunity for growth.



## **TEAMWORK**

Internally, we foster teamwork. It is through the union of efforts, the sharing of knowledge and experiences that we have evolved. We value the individual contribution of each Staff Member towards the collective goals of the company.



## **FOCUS ON RESULTS**

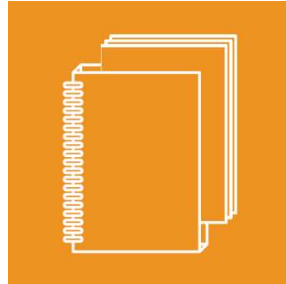
We work results-oriented, set goals, and strive to achieve them. We are proactive, action oriented.

# Competitive Advantages

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**QUALITY**



**PORTFOLIO**



**BUSINESS POLICY**



**MARKETING**



**TRAINING**



**AFTER-SALES SERVICE**



# Quality

- Portfolio of worldwide reference brands.
- Complete product range / brand.
- Compliance with European standards of manufacture and safety.
- Counseling, training and after-sales service in one source.





# PRODUCT PORTFOLIO

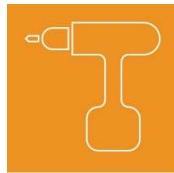


# Portfolio

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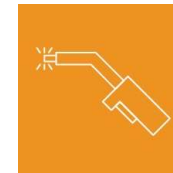
**HAND TOOLS**



**POWER TOOLS**



**METALWORKING**



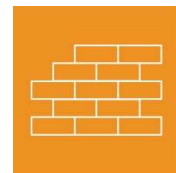
**WELDING**



**COMPRESSED AIR**



**WOODWORKING**



**BUILDING INDUSTRY**



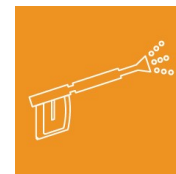
**CARGO LIFTING  
AND MOVING**



**GARAGE &  
SERVICE STATION**



**LUBRICATION**



**CLEANING &  
ACCLIMATIZATION**






**CHEMICAL PRODUCTS**

# Hand Tools



**Foundation:** 1939  
**Origin:** Italy  
**Products:** Hand tools  
**Nr. of Employees:** 580  
**Beginning distribution:** 2013

**Remarks:** The company owns 3 production units in Italy and a solid international structure of distribution, which includes 7 subsidiaries and more than 200 importers and distributors worldwide, for a product range that includes 20 different categories and more than 10.000 articles

OTHER BRANDS IN THIS GROUP:				
BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1945	Spain	Adjustable wrenches and cutting pliers	1975
	1889	Germany	Clamping tools and other accessories	2004
	...	Asia	Tool cases	2017





# Power Tools, Accessories and Measuring Tools



Foundation:	1929
Origin:	Germany
Products:	Power tools and accessories
Nr. of Employees:	1.700
Beginning distribution:	1991
Remarks:	Factories in Nürtingen and Shanghai; 24 subsidiaries worldwide and importers in more than 70 countries; representation in about 100 markets

## OTHER BRANDS IN THIS GROUP:

BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1980	Holland	Drills and hole saws	2006
	Início anos 70	Belgium	Metal Dry Cutting Circular Saws, Magnetic Drills, Chamfering and Bevelling Machines	2008
	1865	Germany	Measuring tapes, hand levels and laser levels	2012
	1937	Germany	Abrasive tools	2017
	1906	Denmark	Work lights	2021








# Metalworking, Welding & Charging, Starting



<b>Foundation:</b>	1963
<b>Origin:</b>	Italy
<b>Products:</b>	Welding and plasma cutting machines, battery chargers
<b>Nr. of Employees:</b>	over 300
<b>Beginning distribution:</b>	1983
<b>Remarks:</b>	Area of factory: 120.000 m2; present in the 5 continents, in more than 120 markets; organized in 4 sectors: Auto, Industrial, Professional and End-User

## OTHER BRANDS IN THIS GROUP:

BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1968	Italy	Circular and band saws	1975
	1760	England	Saw Frames, blades, hole saws, etc.	1983
	1977	Germany	Metalworking machines	2014



# Compressed Air and e Pneumatic Tools



<b>Foundation:</b>	1952
<b>Origin:</b>	Italy
<b>Products:</b>	Screw compressors, piston compressors and accessories
<b>Nr. of Employees:</b>	1.500 (Group Fini Nuair)
<b>Beginning distribution:</b>	1972
<b>Remarks:</b>	With 4 production units, it has an average production of 8.500 piston compressors/day, 7.500 screw compressors /year and an invoicing of approx. 250 million €, also thanks to the export to 120 countries


## OTHER BRANDS IN THIS GROUP:

BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1945	Italy	Spray Guns and Compressed Air Accessories	1981
	1969	Italy	Filters, Regulators and Lubricators	1990
	1994	Taiwan	Pneumatic tools	1997
	1994	Taiwan	Pneumatic staplers, nailers and respective fasteners	2007



## Other product ranges


### WOODWORKING

BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1956	Germany	Floor sanding machines	1989

### CARGO LIFTING AND MOVING



BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1985	China	Fork-Lift Trucks and Accessories	2005

### CHEMICAL PRODUCTS


BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
 <b>ECO SERVICE</b> CHEMICAL PRODUCTS	2004	Italy	Lubricants, sealants, detergents	2018

## Other product ranges



### GARAGE AND SERVICE STATION

BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1958	Italy	Garage and service station equipment	2001
	2002	Holland	Jacks, presses and hydraulic equipment	2004

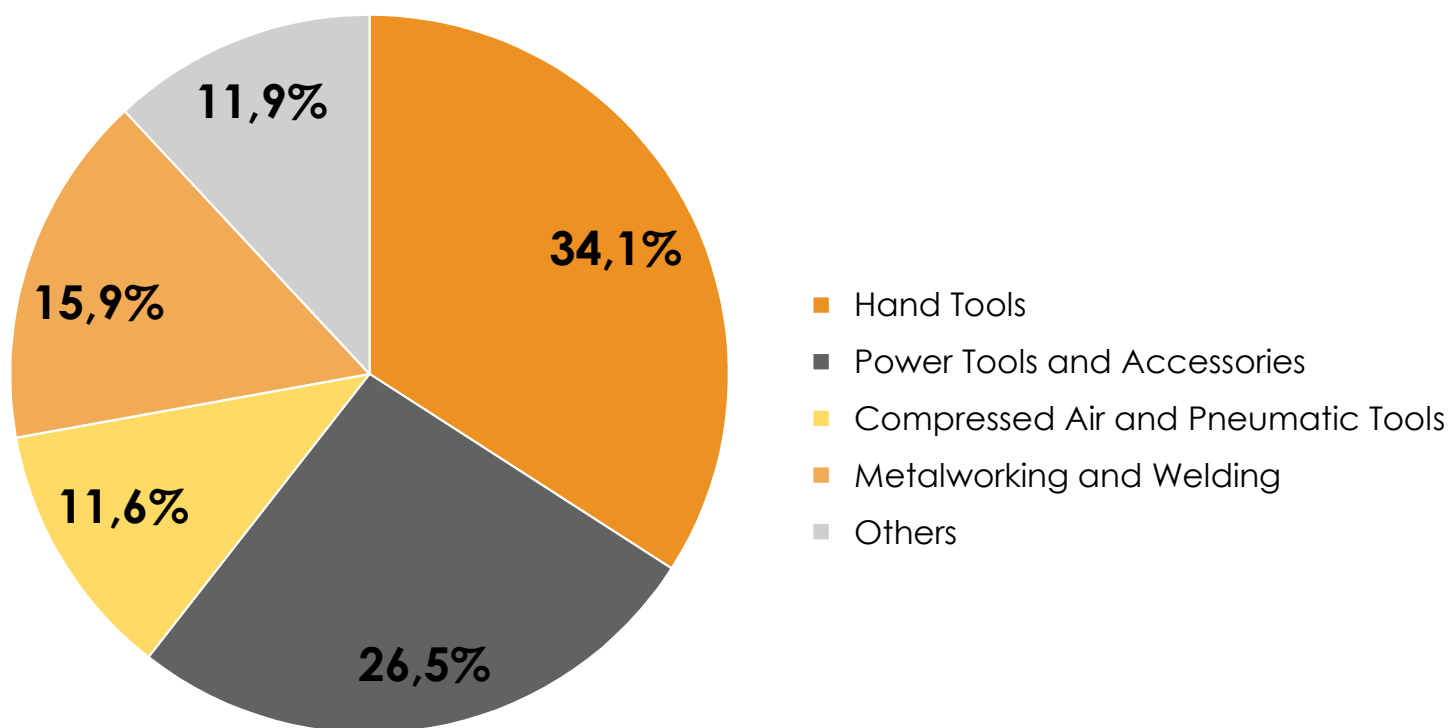
### LUBRICATION AND FLUID MANAGEMENT

BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1975	Italy	Lubricating equipment	1997

### CLEANING AND ACCLIMATIZATION

BRAND	FOUNDATION	ORIGIN	PRODUCTS	BEGIN. SALE
	1979	Italy	Pressure cleaners, vacuum cleaners	2004
	1979	Italy	Industrial heaters and vacuum cleaners	2015

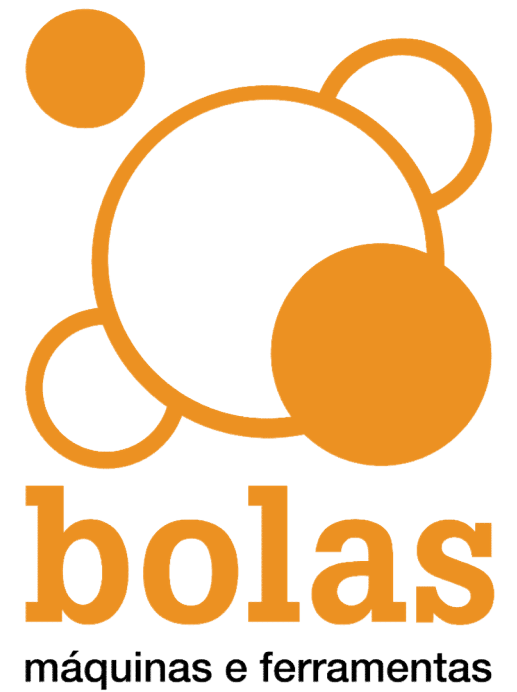
## Turnover Distribution 2022







# THE COMPANY



# Business Policy

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- Sales exclusively through dealers (since 1981)
- Transparent and competitive sales conditions
- Long term partnerships with the several stakeholders (Customers, Suppliers, Employees)
- Several payment terms
- Special payment conditions in relevant transactions
- Support / advisory in financing operations



# Marketing

- Attractive and frequent campaigns and promotions
- Illustrated catalogues, leaflets and price lists
- Regular attendance at trade fairs
- Technical and commercial seminars and training actions
- Customer loyalty programs
- Incentive trips and/or visit to factories



# Marketing

- Website with permanently updated information, with restricted access area for campaigns and price lists
- Present on social media and BOLAS Channel on YouTube
- E-mail marketing actions for Dealers and End-Users
- Support in marketing actions (fairs, publicity, point of sales, etc.)
- Supply of displays and other promotional materials for the point of sale



# Training

- Technical and commercial training to sales teams by Product Managers and Specialized Technicians
- Demonstrations vehicles for Beta, Metabo and Telwin
- Road-shows and Open-doors





# Logistics



**QUALITY PORTFOLIO**  
for the Industry and the demanding  
professionals



**PERMANENT STOCK**  
of thousands of articles and spare-parts



**24 HOUR DELIVERIES**  
anywhere in the country



# After-sales service

- Specialized technical team
- 2 After-Sales Service Centres (Évora and Porto)
- Training actions for technicians
- Conditions for the appointment of Authorized Service Centres

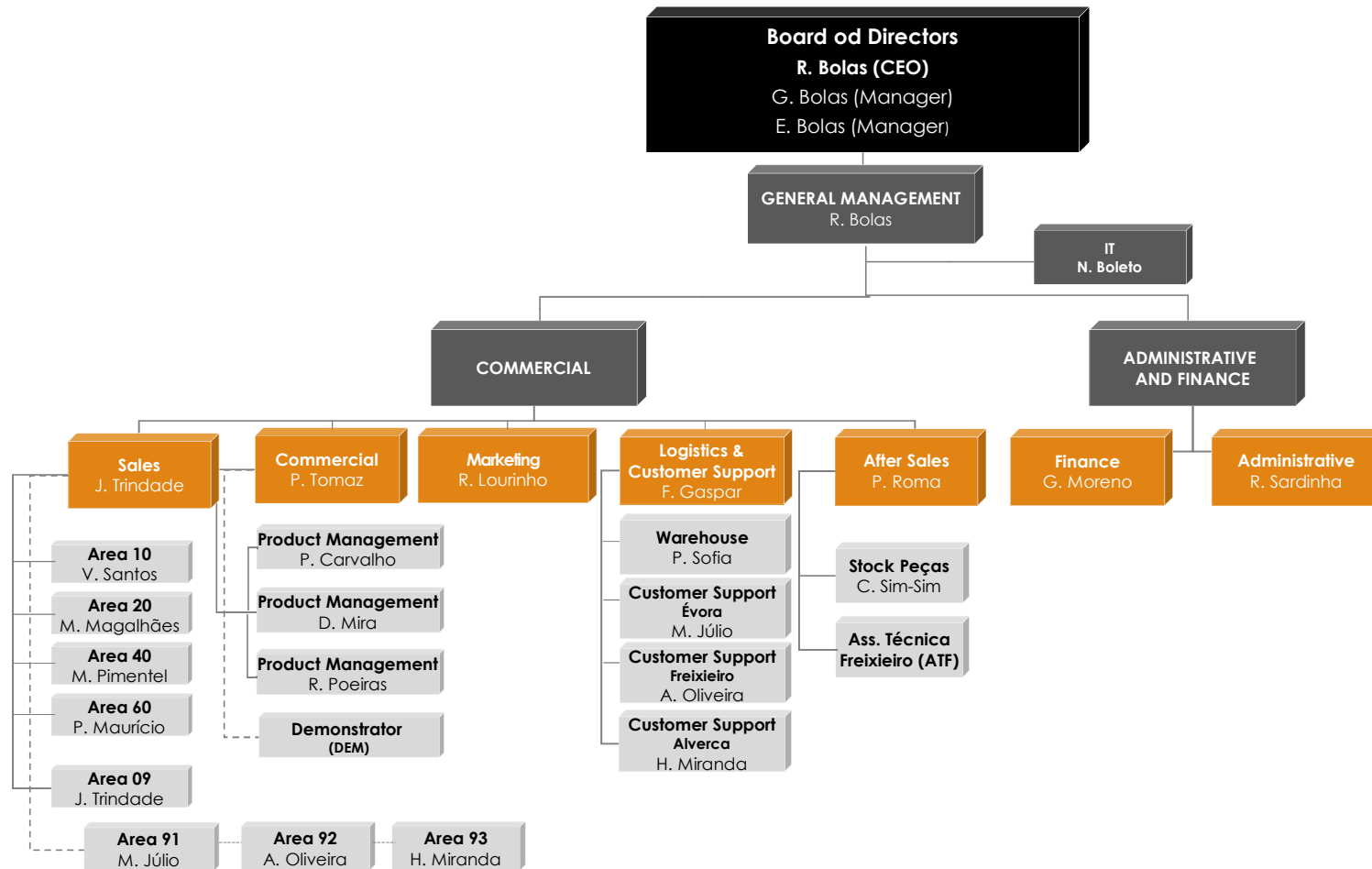




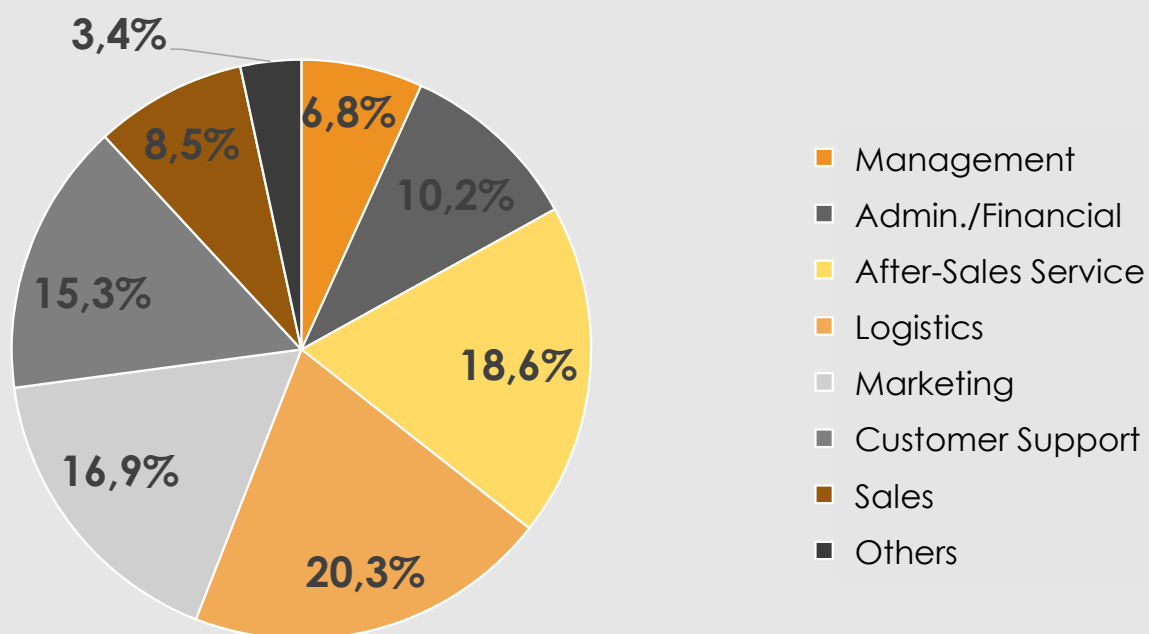
## ABOUT Us



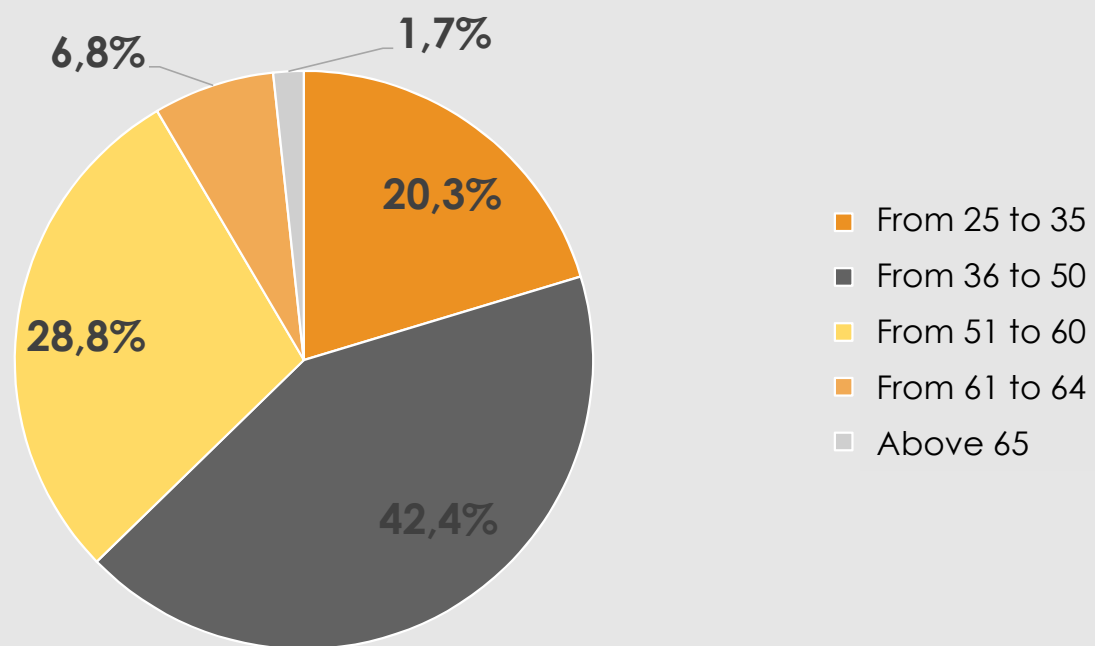
# Institutional Diagram



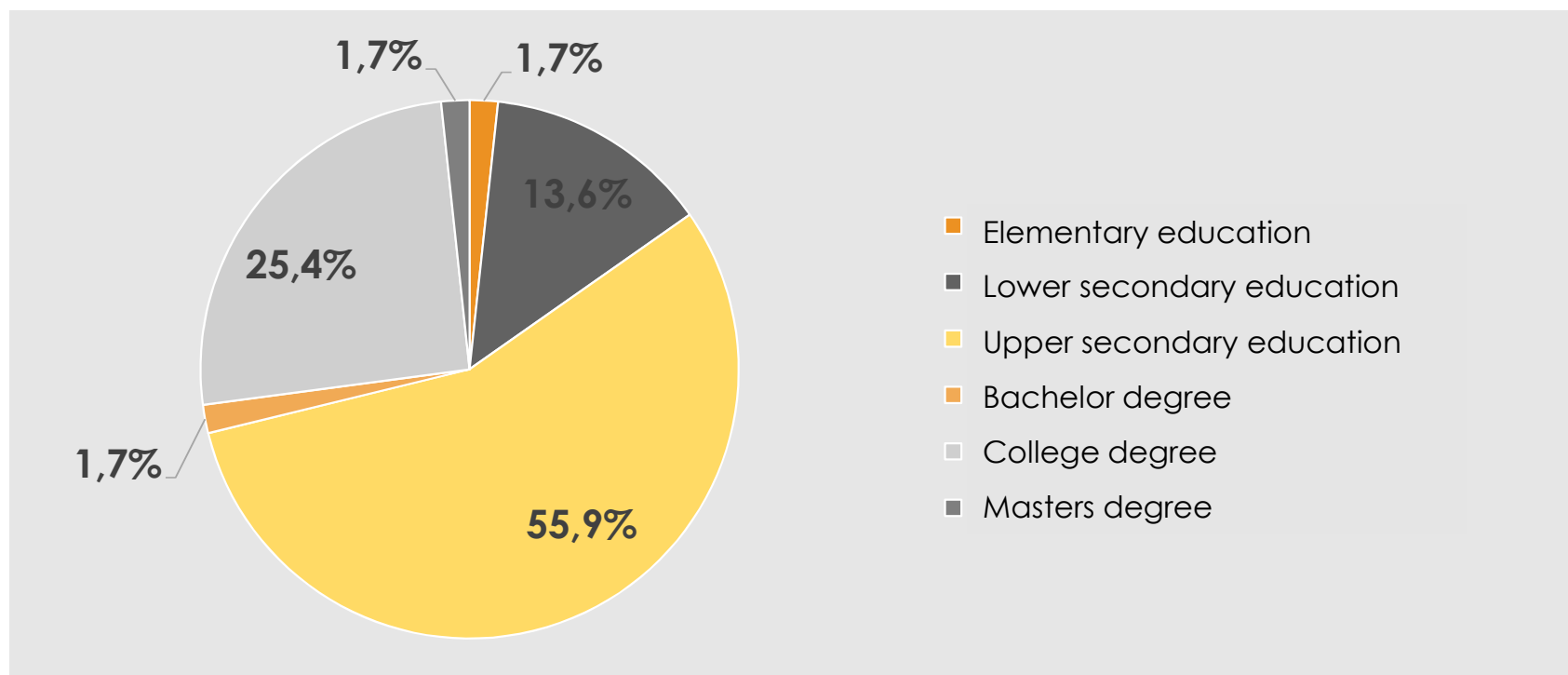
## Employees per service 2022



## Empolyees age group 2022

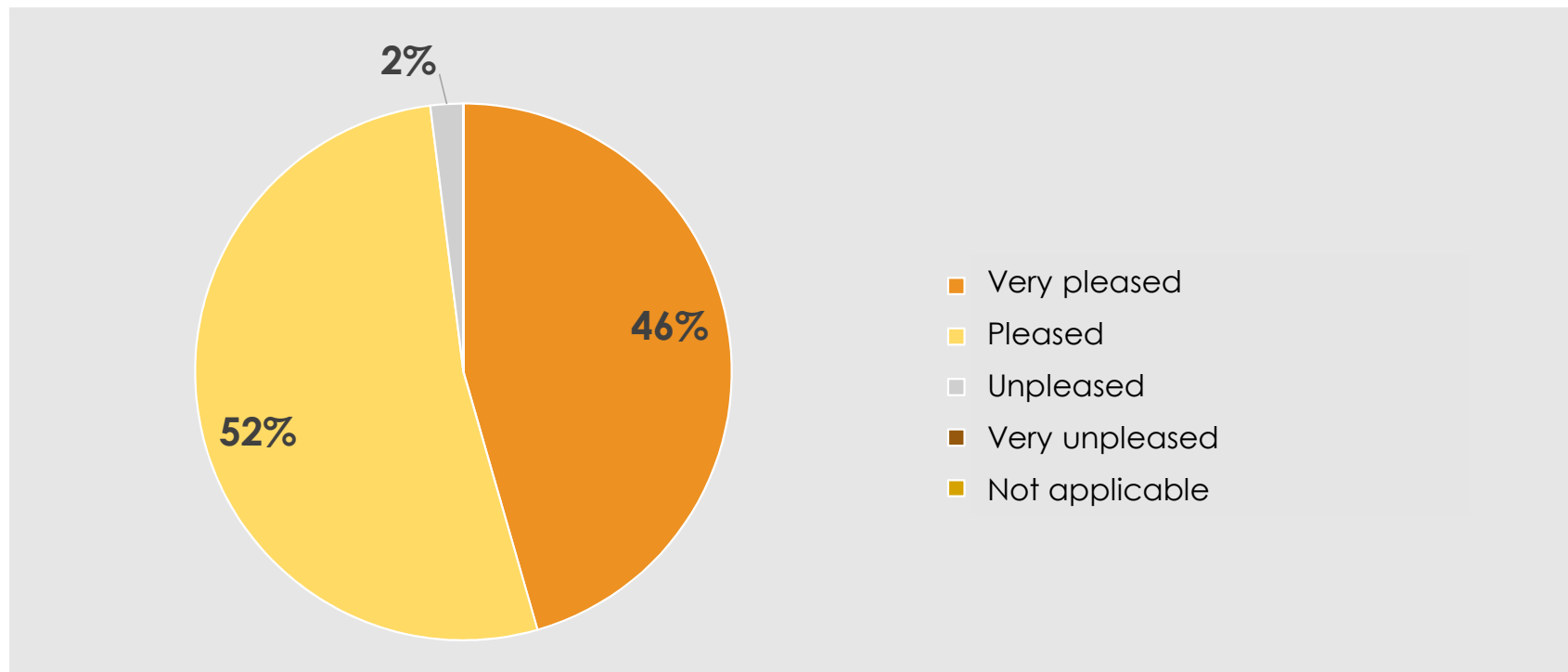


## Empoyees qualifications 2022



# Customer Satisfaction Survey 2022

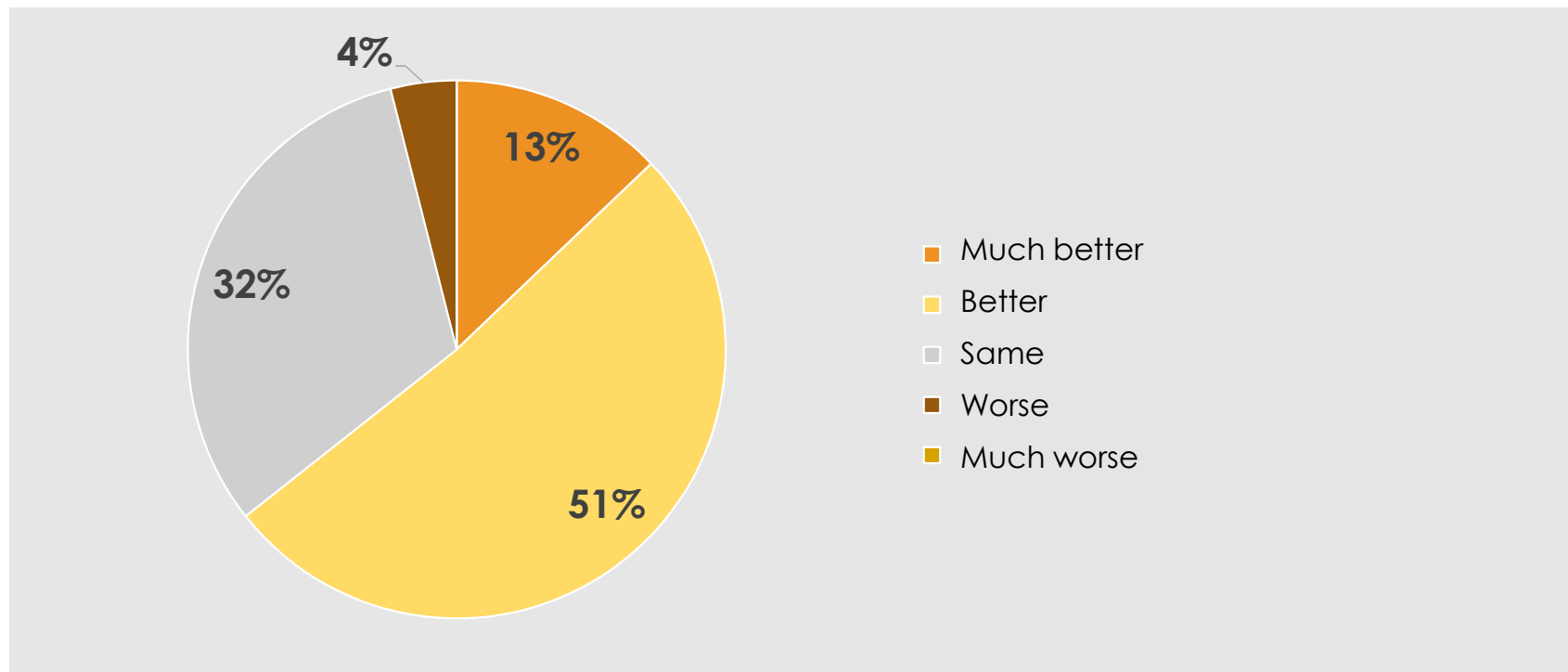
*Are you pleased with Bolas, SA?*





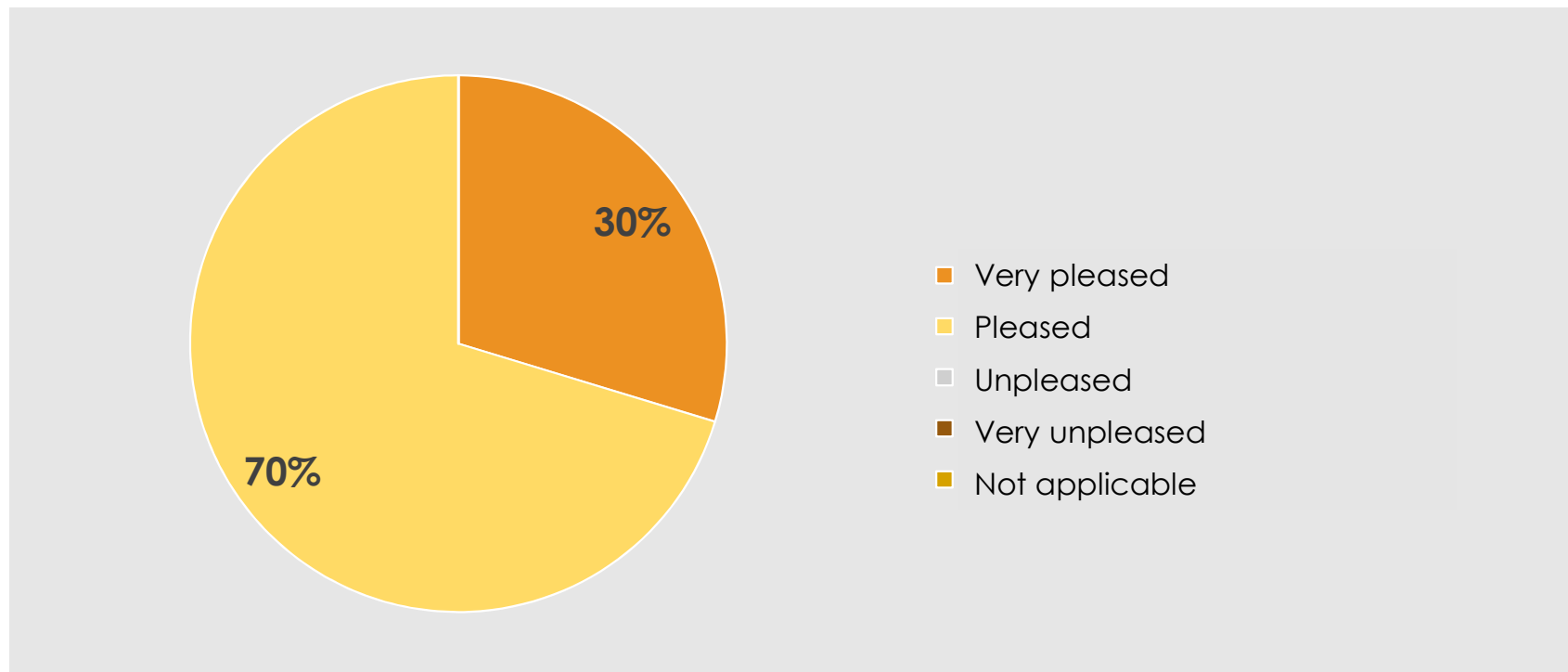
# Customer Satisfaction Survey 2022

*How do you rate our company regarding the competition?*



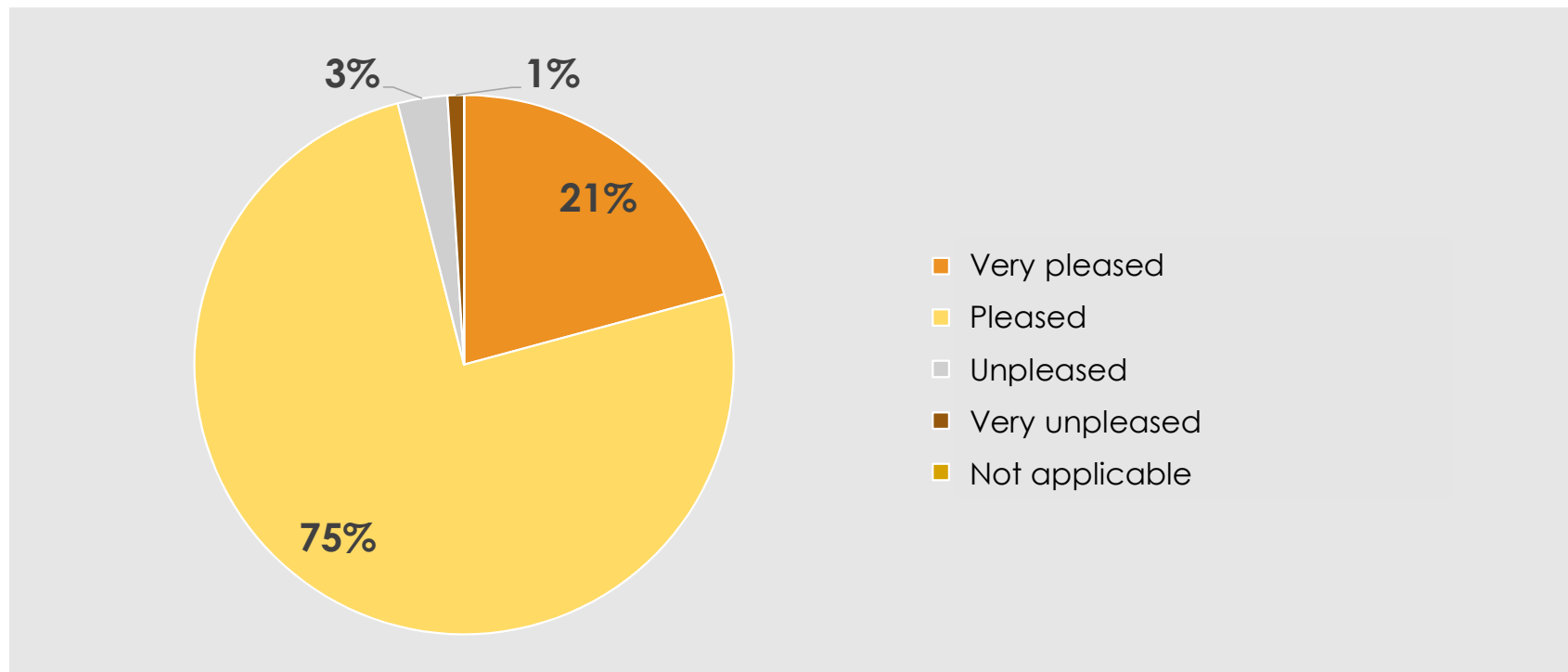
# Customer Satisfaction Survey 2022

## Assessment of our product range: **QUALITY**



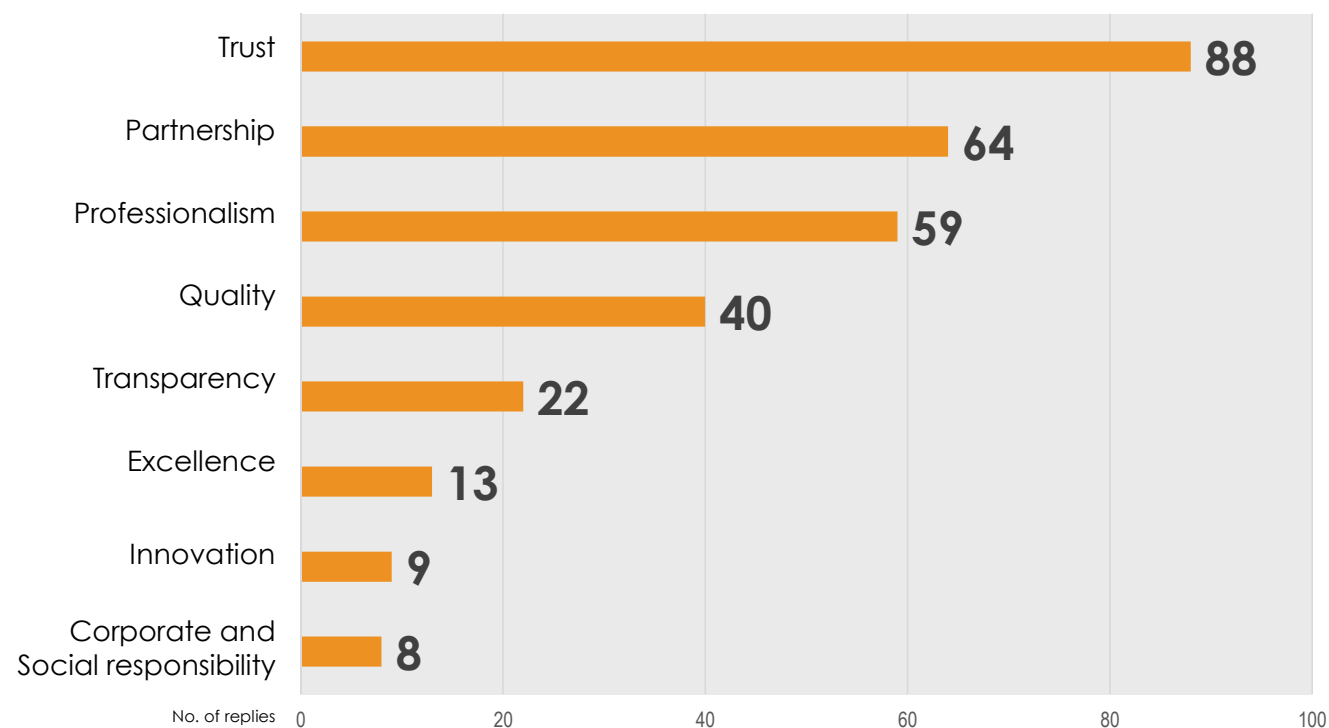
# Customer Satisfaction Survey 2022

## Assessment of our product range: **COMPETITIVENESS**



# Customer Satisfaction Survey 2022

## *Values that define our company*



THANK YOU  
FOR YOUR TIME

