

# TARRAGO

B R A N D S

MORE THAN A FACTORY  
BRAND OVERVIEW





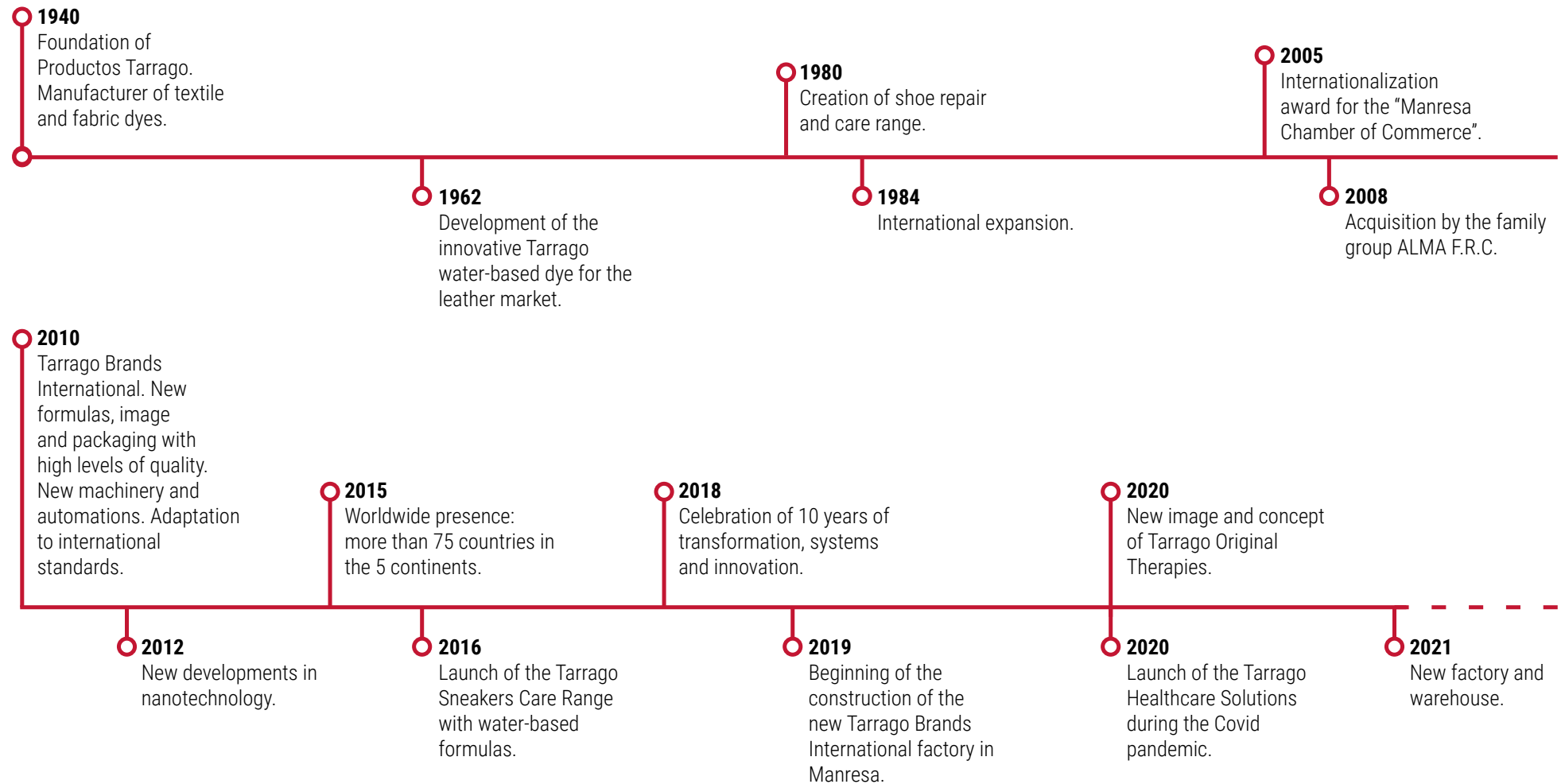
# INDEX

A UNIQUE COMPANY, TRADITION SINCE 1940	3
A WORLDWIDE LEADER COMPANY FROM BARCELONA	4
MADE AND DESIGNED IN BARCELONA	5
PART OF A GROUP WITH 150 YEARS OF EXPERIENCE AND TRADITION	6
MISSION AND VISION STATEMENT	7
TARRAGO DNA	8
WE ARE FACTORY	9
WE ARE R+D	10
MORE THAN LEATHER CARE...	11
ORIGINAL THERAPIES	12
SNEAKERS CARE	13
OUTDOOR CARE	14
HEALTHCARE SOLUTIONS	15
PROFESSIONAL SOLUTIONS	16
TARRAGO RETAILS	17
TARRAGO TEAM	18
TARRAGO MEDIA 2021/2022	19
TARRAGO COMMITMENT FOR OUR PLANET FUTURE	20
TARRAGO DIGITAL TOOLS	21
TARRAGO SOCIAL	22

**TARRAGO**  
BRANDS



# A UNIQUE COMPANY, TRADITION SINCE 1940



---

# A WORLDWIDE LEADER COMPANY FROM BARCELONA

**TARRAGO**  
BRANDS

TARRAGO HEADQUARTERS  
HAVE BEEN LOCATED IN  
THE **BARCELONA** REGION  
**SINCE 1940**

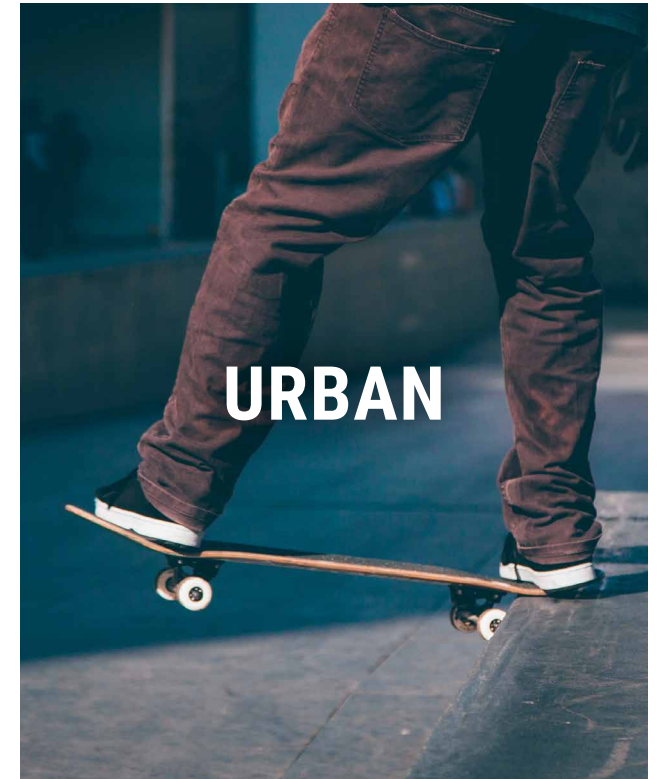
WE HAVE PRESENCE IN  
MORE THAN **80 COUNTRIES**





# MADE AND DESIGNED IN BARCELONA

**TARRAGO**  
BRANDS



# PART OF A GROUP WITH 150 YEARS OF EXPERIENCE AND TRADITION

## ALMA F.R.C. FINANCE RECHERCHE COMMERCIALISATION



80 COUNTRIES



180 EMPLOYEES



8500+ PRODUCTS



40.000.000 €





# MISION

GENERATE, INSPIRE AND PROMOTE PERSONAL WELLNESS THROUGH ACCESSORIES AND GARMENTS CARE.

# VISION

BEING THE FIRST GLOBAL DISRUPTOR OF THE TRADITIONAL MARKET SECTOR, CREATING NEW RULES AND WAYS OF SALE, POSITIONING US IN ALL MARKETS AS A LEADER.



CONTINUOUS IMPROVEMENT  
TRADITION  
PASSION  
PROUD  
HELP  
HAPPINESS  
COMMUNITY  
CULTURE  
**TARRAGO**  
PEOPLE  
INTEGRITY  
**SERVICE**  
B R A N D S  
HEALTH  
CARE  
BUSINESS  
FAMILY  
INTERNATIONAL  
INNOVATION  
TEAM  
QUALITY  
SATISFACTION  
LEADERSHIP

# WE ARE FACTORY

TRADITION SINCE 1940

NEW FACTORY

NEW WAREHOUSE

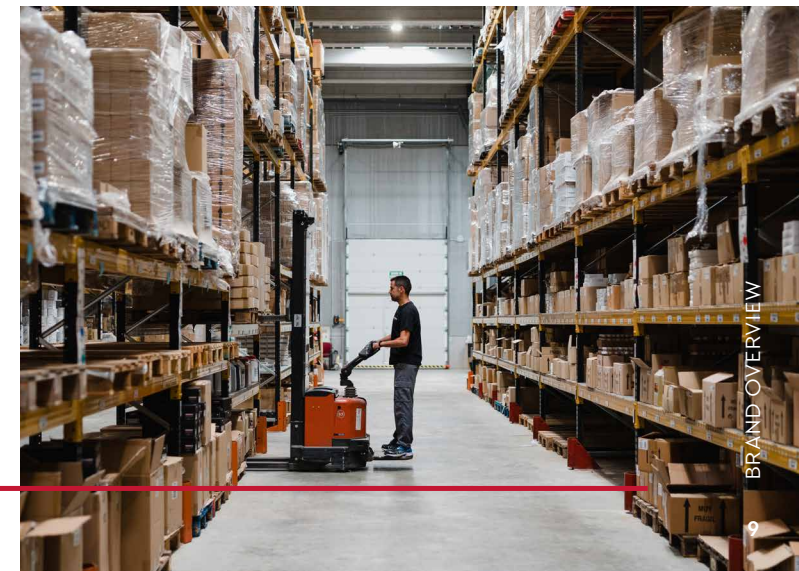
ULTIMATE GENERATION

LABORATORY

4.0 TECHNOLOGIES

CE QUALITY STANDARD

ISO 9001 CERTIFICATION



**WE ARE R+D**

**TARRAGO**  
BRANDS

**TARRAGO**  
BRANDS

INNOVATION

OWN FORMULAS

NATURAL INGREDIENTS

NANOTECHNOLOGY

QUALITY CONTROLS

INNOVATION COMMITTEE



# MORE THAN LEATHER CARE...

MORE THAN **1800**  
**REFERENCES**

**FIVE DIFFERENT RANGES**  
THE WIDEST MARKET  
RANGE

CLEAN, MAINTAIN AND  
**CARE FOOTWEAR AND**  
GARMENTS

SOLD IN THE MOST  
**SOPHISTICATED STORES**

# ORIGINAL THERAPIES

**TARRAGO**  
BRANDS

**TARRAGO**  
ORIGINAL THERAPIES

1940

SINCE 1940  
TRADITION  
STYLE  
MODERN  
DESIGN  
NEW CONCEPT OF CARE  
SUSTAINABILITY  
ALCHEMY  
NATURAL INGREDIENTS  
FOOTWEAR  
GARMENTS



# SNEAKERS CARE

**TARRAGO**  
FACTORY

SNEAKERS CARE

URBAN

LIFESTYLE

SNEAKERS

HYPE

EXCLUSIVE

CUSTOMISE

ENVIRONMENT

MULTICULTURAL

**TARRAGO**  
BRANDS





# OUTDOOR CARE

**TARRAGO**  
B R A N D S

**TARRAGO**  
O U T D O O R C A R E

1940

NANOTECHNOLOGY  
OUTDOOR SPORTS  
ADVENTURE  
NATURE  
HIGH-TECH MEMBRANES  
WATERPROOF  
PLANET CARE  
INNOVATION  
GARMENTS

# HEALTHCARE SOLUTIONS

**TARRAGO**  
BRANDS

**TARRAGO**  
HEALTHCARE SOLUTIONS

1940

EXTRA CARE

LOVE

HEALTH

FAMILY

COMFORT

STAY SAFE

DAILY



# PROFESSIONAL SOLUTIONS

**TARRAGO**  
BRANDS



## TARRAGO

PROFESSIONAL SOLUTIONS

1940

SHOE REPAIRERS  
FACTORIES  
LARGE VOLUMES  
SPECIFIC NEEDS  
INDUSTRIAL



# TARRAGO RETAILS





# TARRAGO TEAM

PEOPLE CARE  
SOCIAL COMMITMENT  
VALUES  
HIGHLY QUALIFIED TEAM  
SERVICE  
TECHNOLOGY  
COMMUNICATION  
ATTENTION  
WEBINARS

**TARRAGO**  
BRANDS



## BUSINESS INSIDER

### Best Color Polish: Tarrago Cream Polish



Amazon

**Tarrago Cream Polish has a huge range of colors, provides excellent coverage, and gives a medium shine.**

**Sizing options:** 50 ml

Tarrago is a Spanish brand that's been around since 1940 and was the first company to offer water-based polishes back in the 1960s. (It's now owned by the same parent company that owns Saphir, Alma FRC.) The brand offers a range of nearly 100 colors in the cream polish. The wax polish comes in seven color choices.

I used the Tarrago cream polish on a pair of gray leather sneakers that were badly scuffed. The thick cream quickly soaked into the leather and easily covered the various scuff marks. After it dried, I buffed it to a medium shine. If you're looking for a high shine for your colored shoes, your best bet is to use the Tarrago Cream Polish, followed by a neutral wax polish that can achieve a higher shine.

Business Insider link

## The Guardian

### Swell for leather: how to properly take care of shoes and sneakers

With the right kind of attention, a pair of shoes can last for decades - but neglect can be hard to undo



■ A regular polishing or conditioning routine is vital for keeping leather shoes in good condition. Photograph: Yagi Studio/Getty Images

**G**ood shoes are hard to find. That perfect balance of style, comfort and durability often proves elusive and is dependent on changing factors. Is it going to rain? How far do we have to walk? Will there be dancing?

When we find a shoe that fits one or more of those parameters, we want it to last - here, experts share their advice on how to make that happen.

#### Give them the best chance

According to Jenny Velakoulis, the owner of Evans Leather Repair in Melbourne's Royal Arcade, shoes need to be protected before you wear them. This is a two-part process.

Step one is to have a shoe repairer apply a protective sole, or "Topy". These are made of rubber and extend the life of the shoe by adding extra tread, which helps the shoe keep its shape. Velakoulis says: "The way shoes are made now, they wear very quickly so be sure to get a protective sole put on straight away, or you risk destroying the shoe."

Step two is to apply a waterproofing spray. Velakoulis advises doing at least three coats for leather (suede requires more). Repeat this process after six months of wear.

Breeze Powell, one of the founders of Post Sole Studio, a shoemaking business in Melbourne, recommends Tarrago's Nano Protector spray for shoes.

Sneakers also fare better if they've been waterproofed first. Eugene Cheng, the founder of Sneaker Laundry, a maintenance service available in Melbourne and Sydney, says sneakers that have been protected with a spray are much easier to clean because "the spray forms a barrier between the materials on your shoe and what you're about to drop on it".

The Guardian link

## europa press

3 DE FEBRERO DE 2022

### Tarrago Brands invierte cuatro millones en una nueva fábrica en Manresa (Barcelona)



Tarrago Brands invierte cuatro millones en una nueva fábrica en Manresa (Barcelona) - TARRAGO BRANDS BARCELONA, 3 Feb. (EUROPA PRESS) -

Tarrago Brands ha invertido cuatro millones en una nueva fábrica en Manresa (Barcelona) de 6.000 metros cuadrados, que utilizará para acoger el centro de producción, el centro logístico y oficinas.

En un comunicado, la empresa, con 80 años de historia, ha indicado que las nuevas instalaciones "permiten ampliar la capacidad operativa que tenía hasta ahora" para dar respuesta a la creciente demanda del sector, tanto a nivel nacional como internacional.

La nueva fábrica mejora también la eficiencia energética y "aumenta la capacidad logística" del fabricante de productos de cuidado del cuero y el calzado.

Coincidiendo con la puesta en marcha de las nuevas instalaciones, Tarrago Brands ha estrenado una nueva imagen corporativa "para aportar un toque de modernidad y elegancia" a los productos para reforzar su presencia en el mercado de las zapaterías.

La renovación de esta imagen va acompañada de mejoras en la calidad de los productos, lo que "dificulta las copias a los competidores".

Europa Press link



# TARRAGO COMMITMENT FOR OUR FUTURE PLANET

ENVIRONMENTALLY FRIENDLY  
PLANET CARE  
RESPECT  
SUSTAINABILITY  
NATURAL WAXES  
NATURALS OILS  
NATURAL RESINS  
WATER-BASED FORMULAS  
RECYCABLE PACKAGING  
RESPONSIBLE RESOURCES  
SOCIAL COMMITMENT



# TARRAGO DIGITAL TOOLS

**TARRAGO**  
BRANDS

DIGITAL TECHNOLOGIES  
TOOLS  
INTERFACES  
BRAND COMMUNICATION  
EFFICIENCY  
SATISFACTION  
BRAND AWARENESS

TARRAGO LIBRARY WITH MARKETING  
MATERIALS

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

SAFETY DATA SHEETS PLATFORM

[tarragobrands.somee.com](http://tarragobrands.somee.com)

COLOR MIXER FOR TARRAGO COLOR DYE

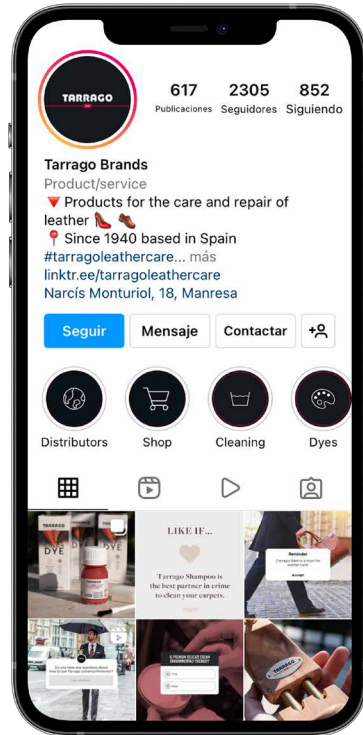
[coloring.tarrago.com](http://coloring.tarrago.com)






PAINT MIXER FOR TARRAGO SNEAKER PAINT

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

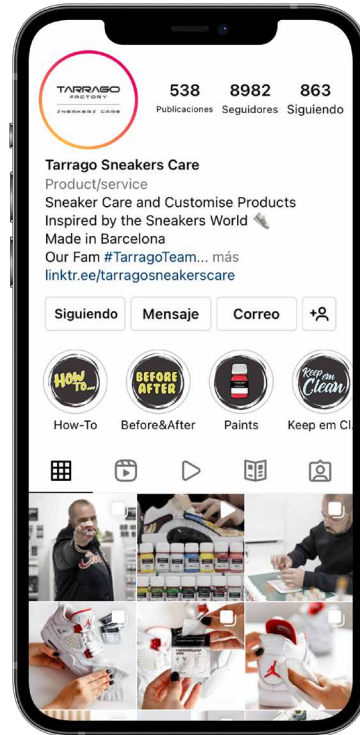
# TARRAGO SOCIAL





## Original Therapies



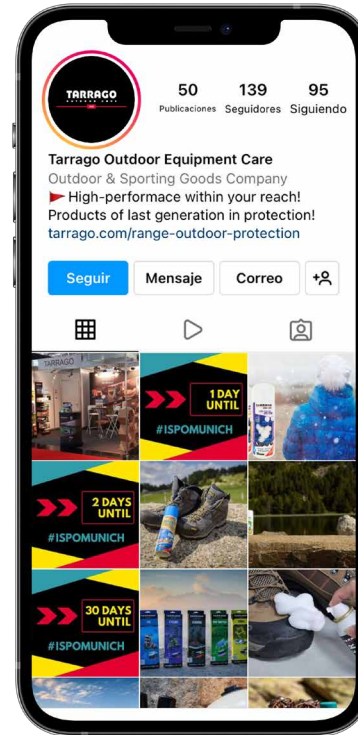
-  TarragoShoeCare
-  @tarragoleathercare
-  TarragoShoeCare
-  TarragoShoeCare
-  tarrago.com



## Factory Sneakers Care



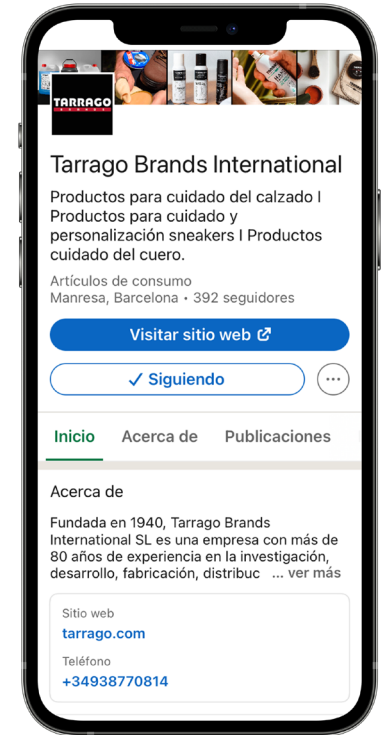
-  TarragoSneakersCare
-  @tarragosneakerscare
-  TarragoSneakersCare
-  tarrago.com



## Outdoor Care



-  @tarrago\_outdoor
-  tarrago.com

## Tarrago Brands



-  tarrago-brands-international-sl
-  tarrago.com



A NEW CONCEPT OF CARE

**TARRAGO**

**B R A N D S**

Narcís Monturiol, 18. 08243 Manresa - SPAIN  
(+34) 93 877 08 14 - [WWW.TARRAGO.COM](http://WWW.TARRAGO.COM)

Designed in Barcelona

Contact us: [communication@tarrago.com](mailto:communication@tarrago.com)