

Give a royal welcome to Prinz !

Kaci Hamrioui and Bachir Bendjeddou, the general managers of PRINZ have combined their skills and know how for the benefit of the distribution of products dedicated to the aftermarket, in Algeria (among other destinations ...) A duo of shock at the service of the Aftermarket of true professionals.



There are stories that we like to tell, stories of men in fact, who let themselves believe that in this world, if you want, you can, if you believe, you go for it,

is convinced to serve quality, we go all out. A story that we like because it begins with the friendship of two people who evolve in different universes, one is more in strategy, product and marketing, the other has the trade in the skin, the spare part as second wife, and the knowledge of the market as master asset. Two personalities who have already traced their path and validated their entry visas in the heart of traditional distribution, of which they are fellow students. Today, they discover themselves and open the doors of PRINZ, their distribution company of original products or original quality on Equip Auto Alger.

PRINZ, FRENCH AND OPEN TO THE WORLD

PRINZ is a French company with its headquarters in the Paris region. It claims its origin to affirm its adherence to European and international standards. And also, its way of working. The two partners and their teams intend to travel the world to source

their products, but they select premium OE quality products, manufactured in certified production plants, in order to guarantee the origin, traceability and of course the quality of the products. And as soon as they have validated the quality, they start to work on the prices, because above all, they work for the distribution, which is looking for, as everyone knows, even for quality products and perhaps above all, competitive prices. Their niche, their credo is there: simple as premium quality products at competitive prices and flawless logistics. Because the same people who are looking for good value for money, ensures their customers an availability . . . without fault also ! Based on these common values, PRINZ and their network of

distributors have created partnerships with high added value. PRINZ brings to the table customer support, technical and commercial documentation and their common experience in export. As for the distribution networks, they offer the guarantee of permanent product promotion, loyal customers, and recognized know-how and professionalism. The circle is complete.

A PLETHORA OF PRODUCTS

We talk a lot about people, but we mustn't forget the products, starting with everything that is liquid, lubricants, coolants, brake fluids, AdBlue, of course (85% reduction of Nox). Let's go back to it for a moment, the coolants are produced in France, guaranteed for a long time (with all the most severe quality certifications and manufacturers' approvals) and the complete range, Universal (Universal - 5°, Tropicalized ...) meets the needs of the market for all brands, not to mention the ranges for German vehicles (Special G13 and G12 ...), for French vehicles (Special PSA, Type D ...). In the same way, the lubricants are also designed in France, and you will find of course approved products, in conformity with the manufacturers' standards, and with the international standards. On the other hand, the brake fluids come from Italy, a complete range of course (DOT3, DOT4), for all brands. And always of premium quality.

But let's get out of the liquids and we'll have some solid stuff, really, listen instead, in braking, discs, and pads, then dampers (bi tube Gas, internal tube or cylinder, external tube or reservoir tube, hydraulic twin-tube, etc.), filters, all these families certified, guaranteed, approved ... The batteries are also made in Europe, in Germany to be exact, and are offered in a complete range (DIN, JIS, HD, etc.) with optimized charging. We should not forget the transmission, with a range covering 98% of the circulating fleet, radiators (NRF), turbos (JRONE) ... Prinz is also a Clas and Infradis distributor. In short, you will have understood that you have a contact for many product families with the assurance of quality and safe products. A great duo, didn't we tell you ?



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