

Prinz, sovereign on Equip Auto Alger

Kaci Hamrioui and Bachir Bendjeddou wanted to make a grand entrance at Equip Auto Alger and they were granted, successfully launching two new product families, filtration and shock absorbers.

Fares Gadi, Kaci Hamrioui and Bachir Bendjeddou



For distribution, they rely on Douadi Automotive in Algeria and GEIA Automotive in Morocco. With Intfradis, Prinz has added to its product catalog specific products for diesel specialists such as EGR valves and other products, as well as harnesses, which are also very popular with garages. In short, for a first live meeting with customers and their clients, Kaci Hamrioui and Bachir Bendjeddou succeeded in treating them like kings and were duly honored.

HERVÉ DAIGUEPERCE

Delighted. They were delighted with their show, the people they met, the contacts they had, the orders ...

Let's not say any more, the "Prinz" were ecstatic, as Kaci Hamrioui, one of the leaders of the company tells us: « We are very happy with the show, we met « 100% quality » professionals who wanted to know about our products and the Prinz offers. Our customers also came to see the new products we presented at the booth. We were able to showcase our oils and, most importantly, we were able to provide our visitors with a solid argument for our coolant. I think I can say that we have one of the best products on the market, since we offer -5, whereas most of the market has -4 on the market. We feel it is important to use a high quality coolant that will not damage the water pumps or attack the engine blocks. » A coolant, whose quality also proved to be very judicious

in the context of a coolant bleeder, also presented on the stand: « We have had great success with the coolant drainer, which is in line with in accordance with the manufacturer's recommendations. That's why we coupled it with Prinz coolant » adds Kaci Hamrioui.

PRINZ AGENT OF CLAS AND INTFRADIS ON FRANCOPHONE AFRICA

In addition to oils, coolants, brakes and batteries (mainly distributed by Gadi Importation in Algeria), braking and batteries, Prinz also launched for the first time at Equip Auto the filtration and shock absorber families, which they did not yet market in Algeria. This is a great way to expand the catalog, which is starting to cover a large part of the needs of mechanics. And as if that were not enough Kaci Hamrioui and Bachir Bendjeddou have also welcomed partners - friends, in this case the companies Clas of Philippe Barrault and Intfradis of Pierre-Yves Bailly.

Clas we have often mentioned it in our columns, bringing garage equipment - including the famous bleeder - and tools much sought after in workshops, which were demonstrated on the stand. The reception was particularly interesting, especially in the fast repair centers. Prinz is the official agent of Clas - as well as Intfradis - for French speaking Africa,



“ Our customers came to discover the novelties that we presented on the stand. **”**

Kaci Hamrioui