



Winning Beyond Borders

**WINNING
TOGETHER**



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SCENARIO

Slow growth and cost push define today's business scenario, and it is getting tougher for manufacturers in Pakistan. Volatility has become a new norm; the future is chaotic and it is here to stay. Sustainability will shape the face of business, and will increasingly push businesses to adapt or fail. With China and the global shift to the East, new opportunities will unfold and many will fade away.

CHALLENGES

The manufacturers in Pakistan face multiple challenges including increasing demand variability, inventory proliferation, capacity constraints, increasing financial and technology unpredictability, intense competition, rising customer expectations and inertia for innovation. The rising costs of raw material and low demand always make life difficult for manufacturers. There are only a handful of business partners who can help manufacturers to steer through these challenges effectively. Finding a right partner is also a challenge in itself.

STRATEGY, RESPONSE & PARTNERSHIPS

Classic International Trading (CIT) foresaw the gale, and have had a plan ready for its business partners not only to counter it but to turn the adversity into the engine of growth. We connect potential with opportunities. This can only happen if decision making is based on insights built on the power of investments in analytics, digitization, optimization, and learning.

Classic International Trading (CIT) knows that accurate price and demand forecasts lay the foundation for an effective supply chain. With greater accuracy comes greater predictability ensuring that downstream supply chain processes run smooth at less cost.

CIT through its subtle supplies, intelligent pricing, smart product portfolio sourced from the globally renowned brands maintains its high-flying mode not only for itself but for its clients through product development, innovation and value-creation. CIT and its business partners keep growing, and becoming the most trustworthy partner for those who believe in what we believe in i.e., **Winning Together!**





VISION

To be the market leader in chemical trading and indenting setting standards for product quality and safety in a socially responsible manner. Be an inspiration for the industry, stand out as business partner whom you can trust and rely on.



MISSION

To be the most trusted source of Quality Products and High-tech Solutions for various industries in Pakistan. Continue to provide knowledge on quality, safety and performance based on in-house testing in the local conditions – maximizing the value for our customers and business partners.

CORE VALUES

Our core values are ingrained in our corporate culture and in the way we do business, and we strive to showcase our values within all of our interactions.

Performance Driven

We act as owners of the company with a bias for action and a can-do attitude.

Customer Focus

Our actions are always driven by customer insights and helping them create value.

Diversity & Inclusion

We create an inclusive global culture where everyone can do their best work.

Innovation

We create breakthroughs by relentlessly asking "why" and "what if".

Honesty & Integrity

We are trustworthy in all relationships. Our actions match our words.

Sustainability

We are good stewards of our company, environment and world, ensuring success today and for future generations.

Safety & Wellness

We believe and promote a healthy lifestyle that includes appropriate work / life balance.





OUR TEAM

Our management team comprises savvy entrepreneurs and industry experts, bringing together 150 years of cumulative experience to a young firm. Our team helps our clients to work more simply and productively. We solve your problems creatively, and all our collaborations with clients are with a shared purpose of “Winning Together”. The team demands Excellence and delivers Excellence as a standard to our clients.

Sajjad Moghal

Chief Executive Officer

At a time, when the chemical industry in Pakistan in general, registered negative growth, CIT grew by 51%! This is how CIT has lived up to its promise of 2018 'Growth for Success!'

And it's not that CIT has grown independently. We owe this success to the ultimate tripartite partnership comprising our Clients, our Suppliers & Principals and Classic International Trading.

We, as the supply chain partners of our clients, believe that adversity only asks you to challenge the conventional approach, create knowledge and new patterns and trends of your own. Lead the charge, don't be an avid taker and start trying out something different. Don't be afraid of failure, as by not doing something failure is already your fate. Those circumstances that hurt, instruct.

In the backdrop of unfavorable business climate marred with weak demand, currency and cost pressures; CIT evolved as a true business partner and connected potential with opportunities. We shared latest innovations, and gave our clients access to new materials alongside the insights built on analytics and learning. We also ensured uninterrupted supply of raw materials to our clients at an affordable cost. Today, CIT along with its business partners transitioned to touch new heights of growth and crossed USD 5 million and USD 9 million marks in revenues and indenting sales.

Achieving all this within a short span of 3 years gives credence to Classic International Trading's philosophy of **Winning Together!**

Mr. Mohammad Sajjad Moghal is a seasoned entrepreneur, renowned business strategist, Private Sector Development (PSD) and Public Private Partnership expert. He holds two graduate degrees, and has attended Kennedy School at Harvard University, and Federal Executive Institute, Virginia, USA.





IMRAN SHEIKH

Managing Partner - Sales

Mr. Sheikh is an MBA and holds 20 years of experience in chemical trading with leading trading firms. Mr. Sheikh, in fact, shaped and developed the chemical trading and indenting in Pakistan. You can bet on him for subtle supply, sound advice and reliable partnership. He has extensively traveled abroad.



ASAD JAMEEL

General Manager, Ex-Stock Sales

More than 17 years of progressive experience in serving chemical industries through ex-stock sales. Asad commands respect for his in-depth understanding of supply chain management, procurement planning and cost reductions while being technically savvy.



AWAIS LAIQUE

Senior Manager, Indenting & PD

Over 8 years of indenting experience in chemicals and a degree in chemical engineering give Mr. Awais an in-depth understanding of Paints, Paper, Powder Costings, Masterbatch for plastics, Synthetic Leather, Paper and food processing industries. You can rely on him for best commercial deals and sound advice.



ASSAD NAUMAN

Manager Sales

A seasoned sales person who has nurtured many small industrial units to grow bigger. Sound technical advice, prompt supply and relationship building are Mr. Nauman's Forte. If you are a small or medium size unit, call Nauman he is the specialist.



KIRAN IFTIKHAR

Manager Innovation

A forward looking, young expert with degree in chemical engineering is managing our R&D portfolio while teaming up with our clients. Ms. Kiran's primary job is to assist our customers in QC & new product development. She always finds ways to improve products, recipes or processes helping you to innovate. She is the key support to our clients translating their visions into reality.



BILAL IDREES

Manager Finance

A highly trained young professional who has brought an end to the inherent HR - Finance conflict. Under this young man's leadership - CIT brought improvements in employees' productivity and engagement, while ensuring higher corporate earnings.



SALEEMUR RAZZAQ

Manager New Developments

No one can offer better advice than Mr. Saleem in identifying new sources of products to meet your production needs. He is uniquely positioned with 30 years of rich experience in improving supply chain. With excellent negotiation skills and a wise head, expect efficiency improvements across your operations.

OUR PRODUCTS



White Pigment, Enhancers, Extenders & Replacers

The pigmentation technology has evolved considerably. We offer Pakistan's most famous TiO₂ grades R6618, R6628 & R6658 covering the entire spectrum of white pigmentation in paints, coatings, inks and plastic master batch. We also offer TiO₂ Extenders, enhancers and replacers. Calcined Kaolin, the most famous grades Britex 95 & 96 along with replacers such as Britex-108 and Aluminum Silicate. Remember, this all with free technical advisory and trial testing in our in-house lab ensuring secrecy and proprietary of your formulations.



Pigments (Oxides & Chromes), and Dispersions

We offer pigments and dispersion for paint, coating, printing, fiber bonding, plastics, and paper industries. With our in-house lab support, leading sourcing manufactures, you can rely on us for long term sustainable solutions and consistent supply both ex-stock and on indenting arrangements. The wide variety that we offer includes organic, inorganic and oxides such as yellow and red oxides, Pigment Red 122, Pigment Yellow 1, Pigment Black 7, Pigment Blue 15, Pigment Green 7.



Additives: Wetting, Dispersing, Leveling, Flow, Defoaming Agents

If you are looking for any specific property improvements in your products, we offer a range of solutions including wetting, dispersing agents, flow and leveling agents or defoamers and antifoams. We are maintaining our tradition of delivering high quality products by adding more value, we have ensured best value for your money and improved performance. To help our customers with the chemistry and testing, please don't hesitate to reach out to us for free service.



Powder Coating Resins

We offer powder coating manufacturers a complete solution. You can ask us for raw materials from world renowned and Pakistan's most popular supplier Yantai Fenglin Advanced Material Company. We offer complete range of "Maple" brand products including Hybrid Polyester resins, TGIC based resins, HAA based resins, and most of all Epoxy & TGIC resins that blends well with the "Maple" line. All at one shop, isn't it great?



Solvents, Glycols and more

For Solvents and glycols, we are engaged with world renowned suppliers from Turkey, Malaysia, Taiwan, UAE, China and Korea. We facilitate our customers with bulk and just in time inventories in small and large packages. The flexibility of choice of packaging and range of suppliers reduces your inventory burden. The availability of allied products such as acrylates, monomers, thickeners and dispersing agents makes it more viable to do business with us.



Paint Driers

Primary through auxiliary driers are required for all formulations. Like an expert chef you need to know the perfect blend. We know the types and blends how they affect the drying times and paint appearance. If you are looking for Cobalt, Neo-Cobalt, Calcium, Zirconium, Zinc, Magnesium, Strontium, or a combination of driers as single component, we offer you a one stop shop solution. You can rely on our expertise, advice and supplies.

For detailed product list, go to our weblink
www.classictrading.com.pk/products



Shandong Jinhai Titanium Resources Technology Co. Ltd.



OUR VALUED PRINCIPALS

Each of our Principal is unique in many respects; their partnership with us reflects our confidence and care that we employ in the selection of principals and the products.



*Shandong Jinhai Titanium
Resources Technology Co. Ltd.*

Shandong Jinhai Titanium Resources Technology Co., Ltd., is a part of the Lubei Enterprise Group and is located in the Lubei High Technology Development Zone in the Shandong Province. Shandong Jinhai is the forerunner in titanium dioxide manufacturing in China and produces 150,000 MT annually. The support of 200 engineers and technologists gives them an edge over competitors. The company manufactures Pakistan's largest selling famous R6618, R6628 and R6658 brands. In 2019, the company will commission its chloride based plant hence stay tuned. Shandong Jinhai is the largest seller in Pakistan that ensure stable supply, price and technical support that no other brand can match.



Shanxi Bright Kaolin Technology Corp Limited is the largest producer of high-grade calcined kaolin in Asia. They take pride in leading the quality production standards in China while exceeding the international standards of quality. Shanxi Bright Kaolin boast its capacity on the state-of-the-art technology and equipment from Britain, the United States and an unmatched team of over 400 highly skilled employees. Their R&D's insatiable desire to constantly improve the products and related technology has given us confidence to offer you, Britex 95, 96 and 108. Britex are the largest selling grades in Pakistan. All leading producers Akzo Nobel, Berger, Kansai, Master and Nippon rely on their products.



Yantai Fenglin Advanced Materials Co., Ltd. is serving its clients since 1998 and its "Maple®" brand has been enjoying the trust and support of its customers all over the world. Today, "Maple" is the largest selling polyester resin brand in Pakistan. Yantai Fenglin Advanced Materials Co., Ltd. boasts on environment-friendly high-tech production system integrated with R&D, production, sales and technical services. With an annual production capacity of 110,000 MT, today the company offers the most comprehensive product portfolio including hybrid polyester resin, TGIC curing polyester resin, Primid polyester resin, PT 910 polyester resin and PU polyester resin. Maple's is the leading supplier to Jotun, Diamond, Supreme, Berger and OrvaPlus and FL 2013, FL 1050, FL 2010, FL 1050, FL 2011, FL 1067, and FL 1063, 1050, 1074, 2011; continue to enjoy the trust of our customers. Maple is present in 50 countries across the world.



EGE KİMYA is in league with the leading global chemical companies such as Evonik-Degussa, Albemarle Catalysts, and Reichhold Resins. EGE KİMYA is the Turkey-based leading supplier of semi-finished products to over 10 industrial sectors including ceramic, rubber, agriculture, paint and white goods sectors.

EGE KİMYA now offers with its 55 years of experience a very comprehensive product range that covers Active Zinc Oxide, Zinc Oxide, Metal Carboxylates, Polyester Resins, Silicates Antitack, Silicas and Aluminum Silicates. EGE KİMYA has a chemical manufacturing facility that is set up on 120,000 square meters in Adapazari, Turkey.



Established in 1991, Hangzhou Hongyan Pigment offers the most comprehensive range of both organic and inorganic pigments. With manufacturing facility covering more than 350,000 square meters, integrated R&D facility, technical center, and pigment scientific research institute, the company produces 10,000 MT of pigments. Hangzhou Hongyan specializes in the production of 60 varieties of inorganic, organic, lake, ink, coating, pear and fluorescent pigments of multiple grades, making them the most versatile pigment producer in Asia. The colorants produced have proved their success in the production of solvent and water-based inks, plastics, paints and coatings, rubber, leather and printing products. The existing sales network of the company covers mainland China, North and South America, Europe, South East Asia and Middle East including Pakistan. The company now offers next generation of colorants and VOC free dispersions. Red 112 & 122, Yellow 1 & 3, Orange 5, Black 7, Blue 15:0 & 15:3, Violet 23 & Green 7 are some famous products.



ADD-Additives manufactures and supplies an extensive range of high quality additives for industrial coatings, decorative paints, printing inks, adhesives, sealants, plastics and building materials. All ingredients used for the production for ADD-Additives products are European sourced. The additives are manufactured at their state-of-the-art production facility in The Netherlands and France. ADD-Additives has earned a reputation of nourishing solid and long term successful relationships with their partners by providing excellent customer service, customer support and supplying high quality materials.



LEVACO Chemicals Germany manufactures a wide range of additives and auxiliaries for agrochemical formulations and has an experienced team with the knowledge of the development, production and use of these products. Agro Solutions department of LEVACO focuses on delivering an-ionic and non-ionic products of high quality based on sustainability and innovation. Suspension Concentrates (SC), Emulsifiable Concentrates (EC), Wetttable Powder (WP) or Water dispersible granules (WDG or WG) are some of the popular products targeting agro-industry.

LEVACO's portfolio also includes dispersants, emulsifiers, wetting agents and anti-foams, manufactured at Chempark Leverkusen, Germany. The company is equipped with in-depth knowledge of the development, production and application of additives and adjuvants in various agrochemical formulation types.



The UBE Group operates in five main business segments i.e. chemicals, pharmaceuticals, cement & construction materials, machinery, and energy & environment. UBE supplies a wide range of products that are used in industry and everyday life. In addition to being the world's top class producer of caprolactam (nylon raw material), UBE produces a diverse range of industrial chemicals and everything from nylon resins for industrial plastics and ABS resins for common plastics, to polyethylene and butadiene rubber.

UBE Chemical division produces polyimides for circuit boards used in thin panel displays and ultra-heat-resistant plastics made from polyimide for aerospace. UBE also manufactures advanced materials such as electrolytes and separators for lithium-ion batteries and fine chemicals for environmental applications. UBE's MEKO is primarily used as an anti-skinning agent for oil and latex paints and coatings. It is also widely used as an isocyanate-blocking agent in priming automobiles (electrodeposition coating) for paint jobs and as a curing agent for silicon rubber due to its outstanding water and heat resistance.



The name of LAMIRSA is reflected for past 60 years in the use of latest technology for the production of new applications to improve the quality of products and processes and customer service. Research and implementation of advanced technologies allow us to offer a wide range of families of chemical additives with applications in various sectors, including: paintings, leather, paper, detergent, water, circuits, reverse osmosis, wood, between others. Get free products contamination with MIRECIDE® Mirecide M/ 90X, Mirecide KW/ 600X, Biocides line designed to preserve the wet raw materials and prevent spoilage during storage and use



PennWhite is the leading manufacturer of foam control agents. “Foamdoctor®” range offers superior foam suppression or elimination in almost any process; from vegetable processing through water treatment to plastic recycling, PennWhite offers a solution. The company offers over 200 products from high performance lubricants, surface coatings, release agents, silicone emulsions and our unique Silstrip® silicone remover.

PennWhite is manufacturing chemical solutions in Cheshire, U.K. for over 30 years and supply customers across the globe with off-the-shelf products as well as bespoke solutions tailored to suit your unique requirements.



Union Colours is one of the largest organic pigment manufacturers in the world. Union Colours’ technical activities are global: led from their purpose-built technical center in the United Kingdom, the company has development and testing capabilities on three continents including Asia and Europe.

WINNING BEYOND BORDERS



WHAT OUR CLIENTS SAY ABOUT US!



Ghulam Rasul

Manager Procurement

“Nippon thrives on Japanese style knowledge-based decision making system that allows us to maintain the competitive edge in the market. We found Classic International Trading aligned to our style of business.”



Mudassar Kazi

Works Manager

“Classic International Trading supports and assists us with their market insights, excellent global outreach, impressive product range, effective local market penetration, on-ground technical support and top-quality customer service.”



Ch. M. Siddique

Director

“We have earned our business goodwill on the basis of quality. So, our brand is not only growing, it's flying high, these days. Classic International Trading is making a huge contribution to our success.”



Supreme Powder Coatings

Mubasshir Hussain

CEO

“Classic International Trading is a breath of fresh air in the supplier market. Headed by the very able Sajjad Moghal and very well supported by Imran Sheikh, CIT is a company introducing innovative as well as replacement brands in the market.”



Mobil Master Batch (PVT) LTD.

Faisal Qadri

Director Sales & Marketing

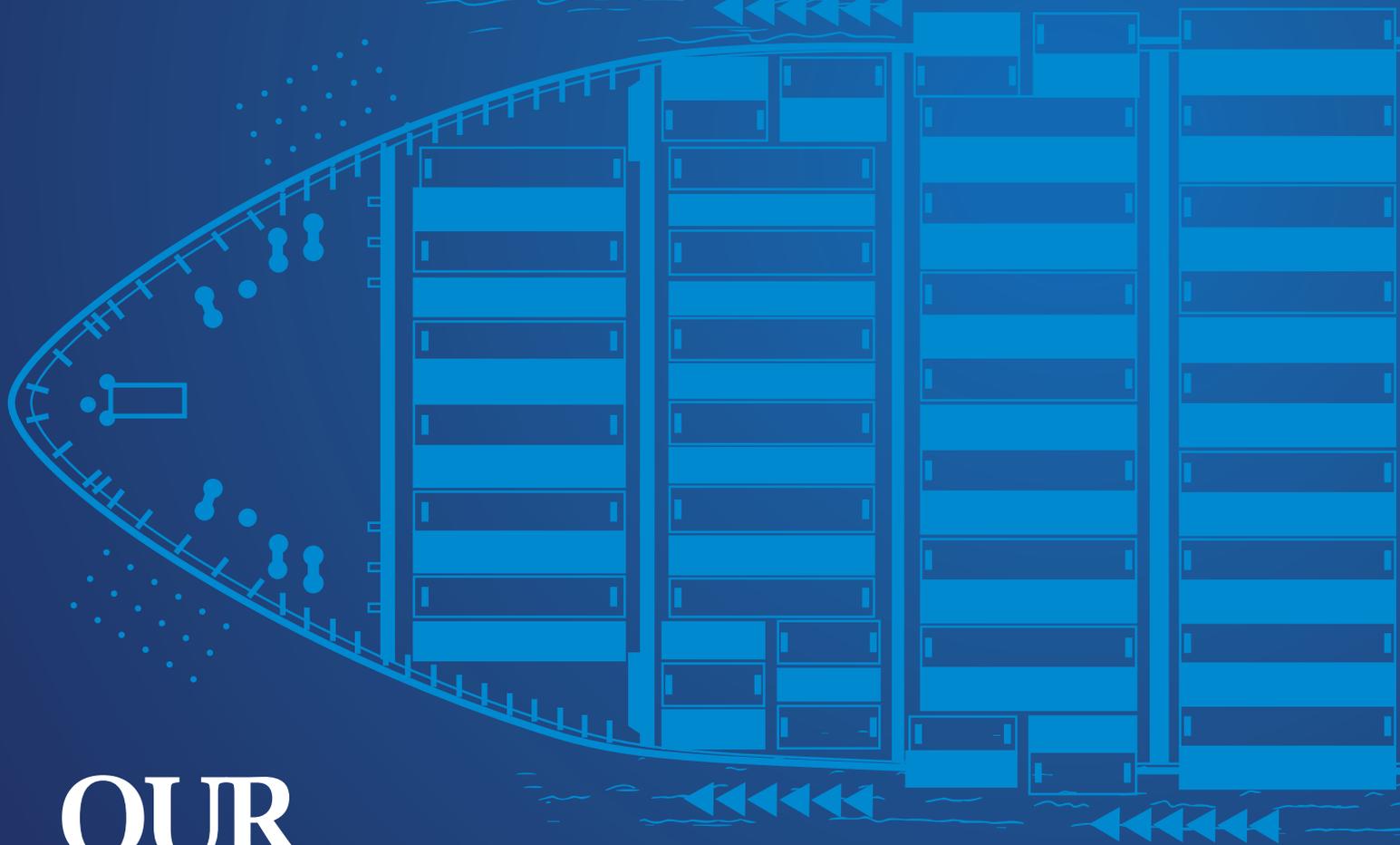
“Classic International Trading is a new addition to the plastic pigmentation market. Their products and R&D are excellent. They are carrying out effective research which is useful for us in the plastic industry.”



Sufi Farrukh

Director

“Classic international Trading is a very healthy addition to the industry. They are the most reliable raw material supplier; their market insights are truly shaping the certain raw material markets in Pakistan. A remarkable achievement for a newcomer.”



OUR SERVICES

Securing the best products from the most reputed global brands with a view to maintain subtle supplies at the best rates, and innovating new solutions alongside developing new products, CIT's service offerings are focused on creating value for its clients.

Product Development & Innovation

With state-of-the-art lab facility, only Classic International Trading (CIT) can offer you advice that can economize your operations, or suggest innovations to add value to your products. We believe in growth and make sure that our clients also grow in tandem with us. If you want to adjust your formulation or want to look for an economical substitute that is better, efficient and saves cost for you... ask us. We can help you with testing and can guide you with recipe adjustments absolutely free of cost. We arrange trial testing in our inhouse lab ensuring secrecy and proprietary of your formulations.





Chemical Supplies & Indenting

You can rely on us for the supply of chemicals of any sort that suits your production. You can also draw on our extensive network of producers and suppliers spread all over the world with our on ground presence in Germany, Italy, UK, Spain, the Netherlands, China, Japan and Saudi Arabia.

Our specialization now supports Paints & Coatings, Ink, Master Batches for plastics, Agro-processing, Paper, Leather, Personal Care, and Lubricant Industries. The leading manufacturing brands are relying on our expertise and so you can.

Business Consulting for Growth

Classic International Trading is the only business partner that can help you with improving your sales, marketing, strategy or leadership results to achieve your growth objectives. Some of these that we help with include repositioning the firm in the market, entering new industry segments, launching new products or services, diversifying your business, restructuring your financial position, negotiating with banks and corporate rebranding. If you are struggling with any imminent management problem or your profitability is declining...call us. We can indeed help.



FIRST TIME IN PAKISTAN, ONLY BY CIT

Health, Safety & Environment Compliance



Pakistan GBC
Platinum Founding Member

Markets are squeezing for those manufacturers and suppliers who are not considering integrating buyers' health, safety and environment compliance demands. It is CIT's promise that we can help you with the planning and can even take you to the next step where innovation becomes your everyday work style. We have busted the myth with our many clients that compliance is expensive. We have proved that caring for environment is a smart business approach and in fact in many cases it save cost.



Our Valued Clients

CIT's sizeable clientele comprises multinational and national organizations from various industries ranging from Paints & Coatings, Ink, Master Batches for plastics, Agro-processing, Paper, Leather to Personal Care Industries.





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