

AWAX EXPANDS

Where it All begins | Waxes Today | A Sustainable Future

Where it All begins

Wax is the word describing all products showing similar properties to beeswax.

Beeswax has been used for thousands of years in candles, crayons, polishes, cosmetics, metals foundries, textiles, pharmaceuticals and many other products.



Waxes Today

Most waxes today are obtained from vegetables or from synthesis.

Because of their unique properties and sustainable footprint, their use is ever expanding.

SER grows in the USA



LEADERS IN WAX TECHNOLOGY

The acquisition of Alpha Wax

Santena, Italy – January the 14th, 2020 – AWAX (SER Wax Industry), the European market leader in the production of specialty waxes, announces the acquisition of Alpha Wax, the number one wax distributor in Europe and North America.

"I am extremely enthusiastic about the combination" says Dick Haan, CEO of Alpha Wax. "SER is the most innovative and technologically advanced company I know in the international wax industry. With their tailor-made solutions, they are a superb addition to our own portfolio of high-quality waxes, such as Shell's products, for every application".



"I've known Dick for a long time," says Giuseppe Ambroggio, CEO and founder of SER and AWAX together with his brother Piergiorgio.

"Over the past twenty years, Alpha Wax has become the market leader in the distribution of wax thanks to the excellent service they offer to their customers.

This acquisition boosts both our platforms in Europe and the US".

Ambroggio continues: "Both companies have a shared vision of problem-solving and innovation; SER's Operational Excellence and Alpha Wax's focus on Customer Intimacy makes for a perfect combination".

Alpha Wax will continue to operate as a stand-alone and its founder Dick Haan will remain associated providing advise and support both to management and stakeholders.

Day-to-day management will remain in the hands of sales director Arjan Sjardijn and finance and operations director Herman de Gelder.

A sustainable future

There is no sustainable future without waxes.

Currently applied in:

- cosmetics & pharmaceuticals
- paper and packaging
- rubber and plastics
- wood and gypsum boards
- inks
- agriculture and food
- textiles
- candles and many more

Waxes can also provide unique solutions for:



- Efficient solar and wind power energy storage
- Sustainable alternatives to plastic in packaging
- bio compatible and sustainable fertilizers
- Improving crop yields by seed waxing
- And many others still under development

No other product has such a wide portfolio of applications associated with limitless development possibilities.

About Alpha Wax

www.alphawax.com, www.alphawax-usa.com

Founded in 1999 as Shell's distributor, Alpha Wax offers a large variety of synthetic Paraffin, Alpha-Olefin, Slack waxes, and tailor-made blends hereof, for a wide range of applications.



Alpha Wax is based in Alphen aan den Rijn, the Netherlands and in Houston, Texas, North America.

SER (Sintesi e Ricerca) and AWAX

www.serwax.com

Founded in 1988 and based in Santena, near Turin, Italy, SER stands for: Sintesi E Ricerca (Synthesis And Research), two key words expressing the company's vision.

Every year, more than 10% of the turnover goes in to innovation with a focus on the logistic and production automation and the development of new products and solutions.



SER is the first and the main company of the AWAX group that, with revenues exceeding 180 million euros (200 million of USD), is the European leader in the production of tailor made waxes for every application: cosmetics, food industry (chewing gum, cheese, food packaging), rubber industry, wood and tire industry, automotive, agriculture, candles and many others.

AWAX GROUP



www.serwax.com

Santena (TO), European Leader in wax technology and production of special waxes



www.alphawax.com
www.alphawax-usa.com

Rotterdam (NL) and Houston (TX), Leader in the distribution of special waxes



www.prices-candles.co.uk

Bedford (UK), since 1840 leader in candle production, official supplier of the British Royal Household and Her Majesty the Queen Elizabeth II



www.chouvin-agro.com

Sarrians (FR), World leader in waxes for agriculture



www.parafinasquintanar.es

Quintanar (ES), Sustainable waxes for cosmetic and packaging



www.ceresine.fr

Marseille (FR), Since 1926, refines natural waxes for cosmetics and pharmaceuticals

Loving Smiling Customers !

