

## The Company

Innovators of market leading products for over 50 years, **AF International** provides a range of PC, office equipment, multi-media cleaning and maintenance products which are used throughout the World.

With the benefit of access to the group Research and Development facility, AF has continued to set the standard, creating specialist cleaning products that meet the needs of end-users. The now extensive range of products provides a solution for all office-based cleaning needs. AF International is one of the few companies in this market that manufactures the products that it sells. With its own facilities in the UK, China & South America, AF manufactures products that meet the highest quality specifications.

- Over 50 years manufacturing experience
- Manufacturing sites in UK, South America and China
- Comprehensive range of packaging solutions
- Excellent research and development facilities
- Worldwide network
- BS-EN ISO 9001:2000 certified



The preferred manufacturer of

**PRIVATE**  
**Label**

for your brand...



A division of H K Wentworth Limited

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# Why choose **AF** as the private label manufacturer for your brand?

- As a specialist supplier, AF's expertise will enable you to select and continually develop a range of products whose performance in the market place will substantially increase your profitability in this category
- AF can demonstrate over 50 years of experience in manufacturing and distributing technical products for our private label customers across the globe
- All customers can benefit from AF International Private Label, no matter how big or small their order
- AF have an extensive range of stock kept in the UK, USA, South America, Australia & the Far East, allowing us to offer Private Label in any quantities at competitive prices
- AF are, unlike many others, a manufacturer. We have world-class facilities on three continents and can therefore offer you the highest quality products at very competitive pricing wherever you are trading
- AF will always be flexible and responsive, we know that your sales are also our sales

# We understand how important your brand is to you!

- As a leading brand owner, we fully appreciate the value of your brand and the importance of ensuring that its reputation is protected and enhanced over time
- We will supply the highest quality products that are safe to use and conform to the legal requirements in all of the countries in which you trade
- We will tailor the service levels to your needs and ensure that we meet them in full at all times

## Facts

Growth of Private Label brands has outpaced branded products, according to various studies. Europe and North America continue to have the strongest, most developed private label market, however significant change is emerging in areas such as Asia Pacific and Latin America.

The Private Label industry across a broad spectrum of 80 product areas is said to be worth approximately US\$85 billion.

(Taken from a study conducted by AC Nielsen Global Services)



**Surface Cleaning**  
Choose the surface and we'll supply a suitable cleaning solution

**Drive & Multimedia Cleaning**  
Specially developed products for cleaning CD/DVD optical heads to enhance performance

**Phone & Headset Cleaning**  
Cleaning solutions which sanitise as well as clean

**Fragrance Wipes**  
Personalise your wipes further by adding a subtle fragrance

**Maintenance Products**  
A unique range of products for maintenance engineers

**Cleaning Cards**  
Plain or encoded cards for use with Chip & Pin, ATM's and Card Readers

**Wipes and Buds**  
A wide range of synthetic and natural wipes and buds

**Kits**  
Compact combinations of products for different cleaning applications

**Screen Cleaning**  
A range of non-flammable, anti-static and non-smearing products for use on various screens

**Packaging**  
As well as a comprehensive product range we also carry a huge array of packaging variations

**Aerosols**   **Tubes**   **Small Tins**  
**Tubs**   **Pump Sprays**   **Pens**  
**Bulk**   **Flat Packs**   **Syringes**  
**Sachets**   **Cloths**   **Buds**