

MISS YOU

SENSUAL & BEAUTY CHIC!

NATIONAL BRAND | PRIVATE LABEL



C.G.A. Caldara, an historical company born and founded in 1952, reflects a solid reality based on the service and focused on innovation concerning its own field in the world of beauty accessories.

Over the years, the evolution of the company has been very strong and has constantly adapted to the changes which the sector has required. The operational headquarters are located in Via Al Lambro, 22 in Canzo, in the province of Como, easily to reach and with a convenient location for the management of logistics and warehouse. We are currently expanding our spaces to guarantee our customers stocks and goods' rotation.

C.G.A. Caldara is well known on a national level thanks to the excellent quality-price ratio of its products. As well as in Italy, the company has niches worldwide: it works with the American and the European market, offering convenience and versatility.

Our product selection is wide and ranges from low-cost to an extra-professional quality. Each product can also be customized with specific logos and packaging tailored to your needs and to the private management of leable infull service.

We offer our customer a varied choice of products with Italian production "Made in Italy" or foreign production thanks to our Asian joint-venture, as well as with our Chinese trading office, where we select carefully the quality of imported products.



MISSION

L'azienda presenta varie possibilità di fornitura spaziando da accessori BASIC economici ma sempre di ottima qualità per i quali il nome della linea è denominato con CHIC LINE; MISSYOU una linea accattivante e moderna sempre alla ricerca di prodotti alto rotanti con la proposta di alcuni accessori esclusivamente MADE IN ITALY con ottima qualità/prezzo.

ERA linea di alta gamma la quale presenta prodotti professionali e mirata sul MADE IN ITALY/CEE.

C.G.A.Caldara con i propri prodotti è sinonimo di qualità, innovazione e moda al servizio di tutti i consumatori.

C.G.A.Caldara inoltre offre il miglior rapporto qualità prezzo per tutti gli accessori proposti.

I servizi più importanti e significativi che l'azienda propone sono quelli di personalizzare prodotti, gestire PRIVATE LABEL , trade marketing e consigliare strategie di mercato per ogni prodotto proposto.

Il nostro staff riesce a dare una risposta sempre rapida e flessibile alle richieste del mercato.

QUALITY CONTROL

As a manufacturing company, C.G.A. Caldara pays great attention to the product quality both Made in Italy and of importation. Thanks to its experience in this sector, it stays always up to date and in-line with the sector evolution. Today C.G.A. Caldara has also developed a very significant import reality and that is why it excels in terms of quality, controlling each imported product in the Italian headquarters. In addition to this internal control, C.G.A. Caldara uses international accredited institutions to guarantee the suitability and the safety of the resold products.

DISTRIBUTION

All the accessories produced and distributed by C.G.A. Caldara can be found throughout the country and internationally. A logistics department within the company aims at meeting the customer's needs quickly and efficiently. We guarantee our customer the merchandiser service and direct in-store delivery as well as order recollection of sold products.



TOPICS

Management of private label line for all the accessories available in the range

- Proposal of cooperation for one-shot orders
- Viewing of dedicated collections and customizations
- Presentation of the innovative and captivating line MISSYOU
- Presuppositions and conditions
- Marketing support and analysis of the consumption of the product and seasonal management/trend

GUARANTEED SERVICES

Proposal and management PRIVATE LABEL

- Availability to create exclusive and customized lines
- Stock management
- Analysis and constant monitoring of products' rotation
- Planning and goods' stock
- Extreme speed in processing orders within three working days
- PACK and DESIGN study service
- Study service of EXPO hardcover, Stand Floor, Bench Expo of acrylic, Bench Expo of cardboard, exhibition benches
- Proposals of ONE-SHOT orders
- Proposal of FASHION collections
- MERCHANDISER service with order collection of sold products
- Cross docking service
- Direct delivery service of sold products
- CEDI delivery service

PRELIMINARY SUMMARY

- Study and management of exclusive private label lines
- Research of Gadget and Advertising materials for ONE SHOT orders
- Proposal of MISSYOU line or CHIC line BASIC accessories as in alternative to Private Label

We offer you:

- Flexibility in terms of marketing study and development of exclusive lines
- Customer satisfaction in FULL service
- Marketing study and creation of PRIVATE LABEL line and ONE SHOT products
- Market strategy for new launches and proposals of new products
- Management of SUMMER/WINTER relaunches by focusing on FASHION
- Professional competence and punctuality with deliveries
- Quality control and internal packaging to guarantee a complete and exhaustive FULL SERVICE

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OUR NATIONAL BRAND

MISSYOU is the product line of beauty accessories offered by C.G.A. Caldara s.r.l. Specialists in the care and beauty sector. This line proposes colours which vary and are adapted to the current trend. Customized objects with current and modern graphics to guarantee a high visual impact. MISSYOU is the innovative and modern NATIONAL brand.

N A T I O N A L B R A N D | P R I V A T E L A B E L

MISSYOU
SENSUAL & BEAUTY CHIC!



OUR PRODUCT RANGE

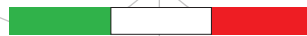
MISSYOU offers a wide range of products.
For care and beauty.
Our products range from manicure, pedicure, make-up, hair to beauty accessories.

N A T I O N A L B R A N D | P R I V A T E L A B E L

INNOVATION AND DESIGN COLOUR STUDY

The product range is reviewed on the basis of colours and trends, always offering a fresh and high-catching visual impact to the customer.

THE STRENGTH OF MADE IN ITALY



MADE IN ITALY

C.G.A. Caldara has studied a complete product line with an excellent quality-price ratio, by offering accessories mostly MADE IN ITALY such as MAKE-UP brushes, hairbrushes/combs, hair accessories, some products for manicure, but also German accessories for pedicure.

The quality and the research of a professional product which is at the same time largely available guarantee an excellent product to the customers and future customer retention.

THE STUDY OF THE PACK

The pack has been adapted to each product: hair accessories on plastic card to ensure the customers the possibility to see and touch with their own hands the product; accessories for manicure, pedicure and make-up packed in double thermoformed valve to maintain the product even more protected in the packaging, make-up brushes in bags which could be used for storing them after the first use.

Customization and study of pack design:

- 1 PVC bags with slider
- 2 PPL bags
- 3 Small windowed boxes
- 4 Small acetate boxes
- 5 Study of new types of innovative packs
- 6 Uprights for hanging
- 7 Customized packs

GRAPHICS PRINTS AND COLLECTIONS

Some MISSYOU line articles are printed/silk-screened or tampoprinted according to the collections defined by our marketing department. Each new proposal gradually replaces the previous one.

EXPO STUDY AND STAND FLOOR

Study and proposal of ground Expo and bench Expo. According to the space requirements for each customer we study exhibition stand to best present our line.

OPTIMIZATION OF THE DISTRIBUTION

- Management of the stock of the products on sale to avoid excerpts or striking off and to guarantee deliveries in a short time within 3/5 working days
- Management of logistics service (EURO pallet / monocode palletisation / label code / inner box / outer / masterbox...)
- CEDI delivery
- Direct in-store delivery
- Merchandising management through companies organized throughout the country
- Management of cross docking delivery