



KETER

Your Care, Our Care

Your Care, Our Care





Some say KETER,

It is a friend in need that always be there for partner;

Some say KETER,

It is a brother who is always trusted and relied on;

Some say KETER,

It is a team that always be positive and energetic

I say KETER, it is a flower and we are the seeds.

It blossoms for the lucky and the strong.

We are **SERIOUS** people
Doing **SERIOUS WORK**





KETER
Your Care, Our Care



INTERTRAC

We are serious in
BRAND

→ The video will tell you the story of “KETER”. →

“To be your neighbor, to be sincere forever”

Not only a slogan, but also our great gratitude to all the family and friends who ever helped Keter.



KETER
Your Care, Our Care

Stable
Placid
Environmental

GREEN

Brave
Intelligent
Technical

BLUE



AND 2015

INTERTRAC

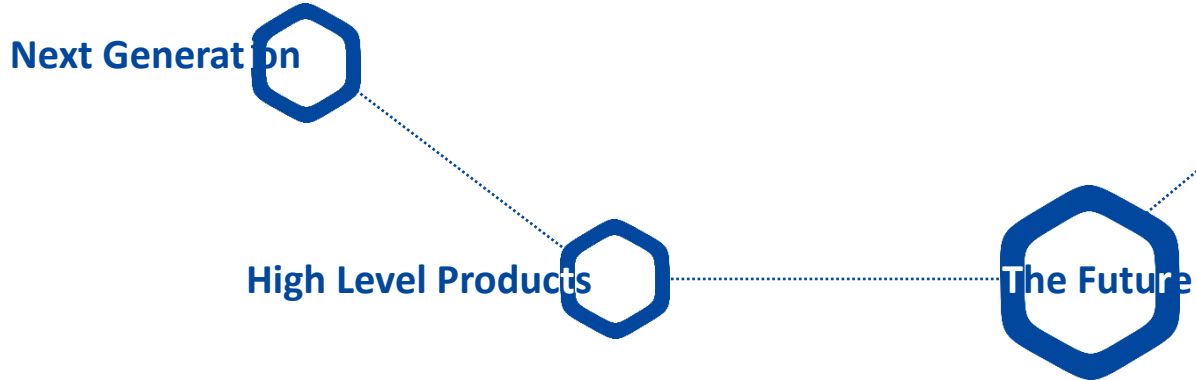
Face markets

A higher level brand with leading technology

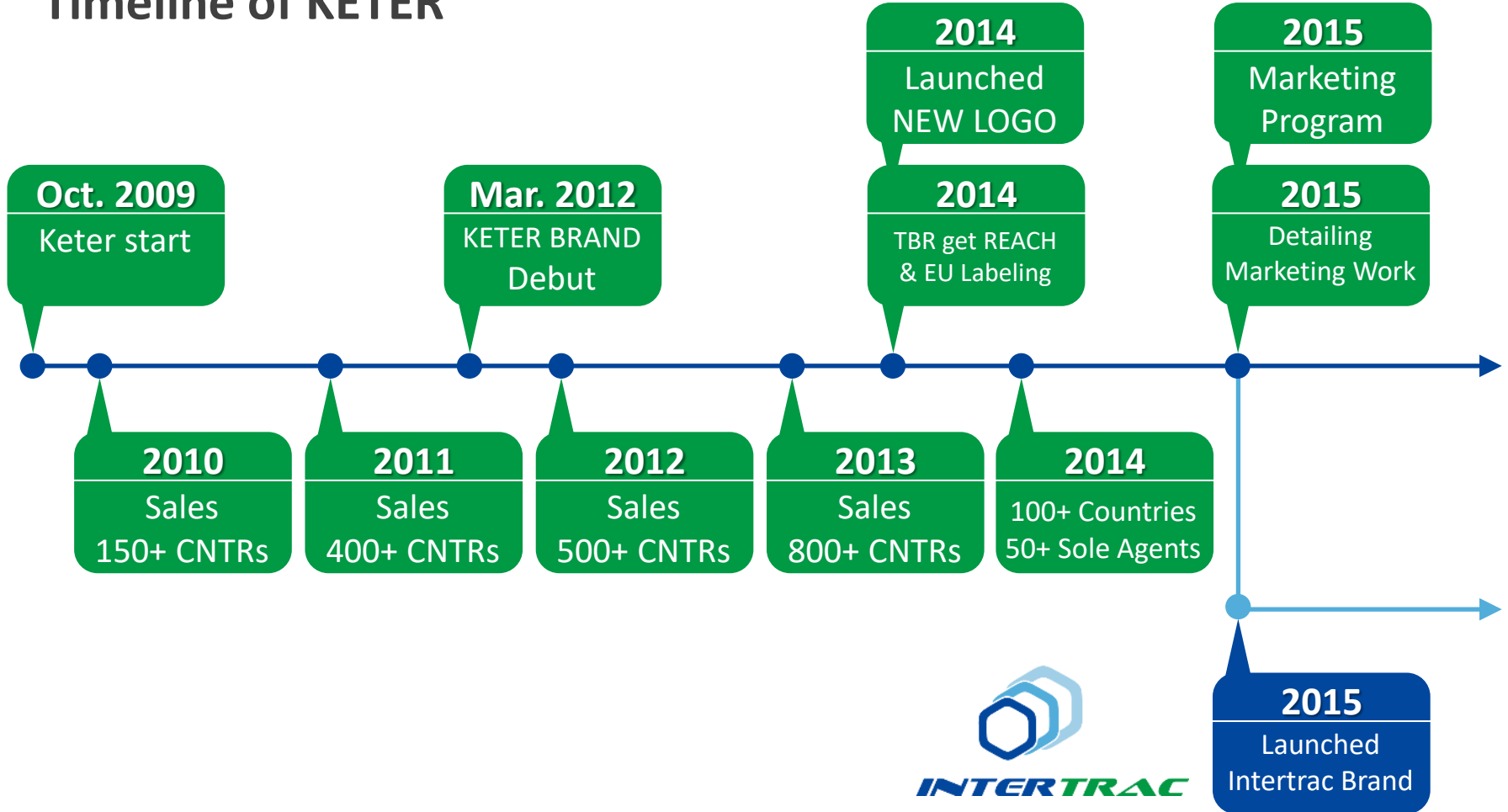
'Actuation Derive From Technology'



INTERTRAC



Timeline of KETER





Keter tyres sell in

More than **90%** countries in Europe



We are serious in
PRODUCTS



PCR

- HP
- UHP
- SUV
- AT MT
- C & LT
- SNOW



PCR

- HP
- UHP
- SUV
- AT MT
- C & LT
- SNOW

TBR

- Highway
- Mix Road
- Mining
- ECO



TBR

- Highway
- Mix Road
- Mining
- ECO

OTR

- Loader
- ADT
- RDT
- Others



OTR

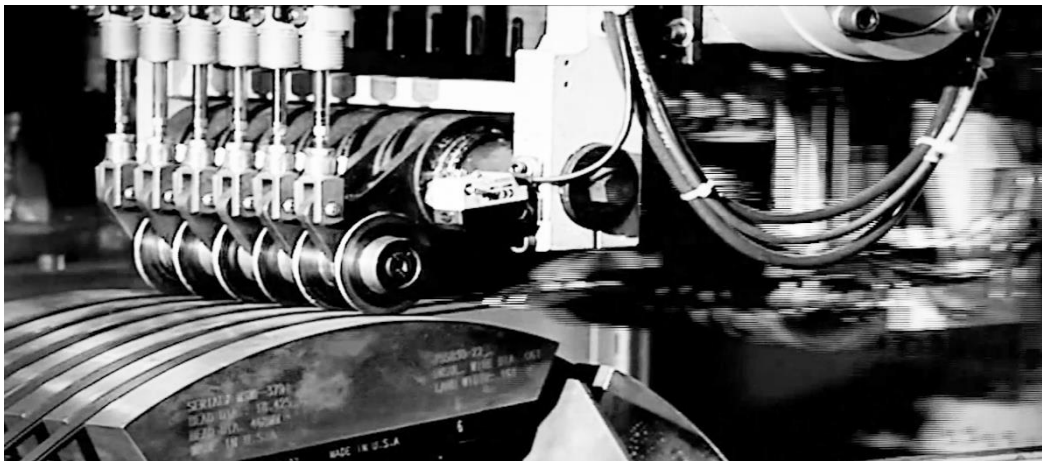
- Loader
- ADT
- RDT
- Others

IND

- Port Use
- Others



All the sizes you need,
you can find in KETER



KETER Tyre Manufacturing Base

Welcome to our production base, and you will see how Keter tyres are manufactured.





DOT
SMARTWAY
NOM

REACH
ECE
S-MARK



CCC
ISO 9000
BIS

INMETRO

GCC
SON

We have got all the certificates for global markets, with our strict control in processing and testing



We are serious in
SERVICE

Professional Sales Service of Keter

Communication

STEP 1



Inquiry

STEP 2



Quotation

With Proper Marketing Supports

STEP 3



Order Confirmation

STEP 4



Deposit

STEP 5



Shipping

Make production and Shipment

STEP 6



Standard Packing and Transit Service of Keter



4

MODEL	LINE	EXTERNAL	QUANTITY
2000000	00000	00000	20000
2000000	00000	00000	000
2000000	00000	00000	000
2000000	00000	00000	000
TOTAL :			20000

Tracking Letter



6-Quick-Step-Closing-Claim Service of Keter



Step 1

Self judgment from customer side.

Step 2

Customer submitting documents for claim, including Claim Form and pictures.

Step 3

KETER engineers verify and analyze tire problems and present proposal for claim.

Step 4

Both parties confirming claim judgment.

Step 5

Finance & Accounting Process

Step 6

KETER compensate according to the judgment and Warranty file.

We are serious in
MARKETING



Crea



Suppo



Communica

Creativity in Tyre Shows



Booth of 36-60 sq.m



Meet Keter on site



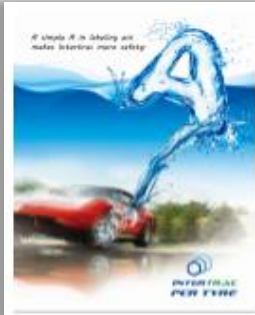
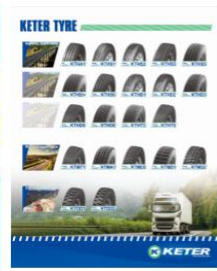
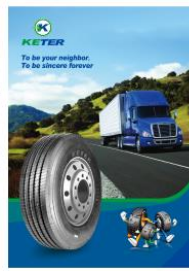
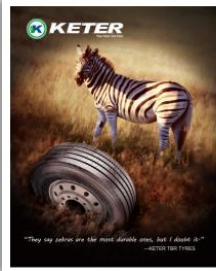
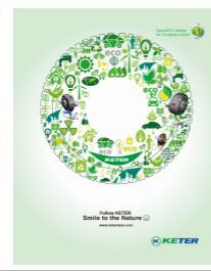
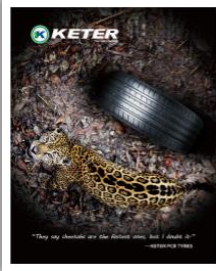
E-mail Signature for all Tyre Shows



Booth of 18-30 sq.m

No.	Exhibition	Date	Location
		Mon.	
1	EQUIP AUTO Algeria	2	Algeria
2	Tyrexpo Africa	3	South Africa
3	Automechanika ME	5	UAE
4	Reifen	6	Germany
5	Tyre Expo Latin American & Caribbean	7	Panama
6	Citexpo	9	China
7	SEMA	11	USA

Creativity in Posters



Updating in 2016

Supporting on Gift Packs



Keter Gift Packs

Attractive store decoration with Keter exquisite design.

The gift packs will come to you with the tires in container .

One world, one KETER.



GIFT PACKS 2016

Actuation Derive from Technology

Intertrac Gift Packs

Attractive store decoration with Intertrac exquisite design.

The gift packs will come to you with the tires in container .

Actuation Derive from Technology.



Contact us for more details of Gift Packs

Supporting on Promotion Programs

The Brand New
21" Series
JHP SUV

Get More

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Come and get the FREE TYRES
KETER 2014 Happy Summer Pro

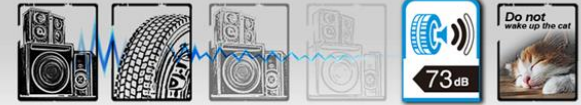
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**'A Little Help,
Can make KETER better'**
Feedback Collection Program 2014

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**It's a Good Opportunity
to-Hitch a Ride**
Let's celebrate the 10,000-large-order

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Though so excited, please keep quiet! You see, the cat is sleeping.

The **ECO-TBR** of Keter brand achieved good results in noise testing under the European labeling law!

All the Keter **ECO-TBR** reached the low noise level with **75 dB** in driving position and **73 dB** in steer position except one pattern (the DR930 is in the optimization).

KETER ECO-TBR passed the second stage of EU labeling; the test is valid till the year of 2020.

Oh, the cat wakes up unwillingly because of your big laugh!

Contact us and let's deal with the angry cat.

Joy to The World
KETER 2016
New Year Present Program

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For every 1000
tyres TBR tyres
order is confirmed
celebrate it!

For every 1000
tyres you can get **1%** discount to join us.

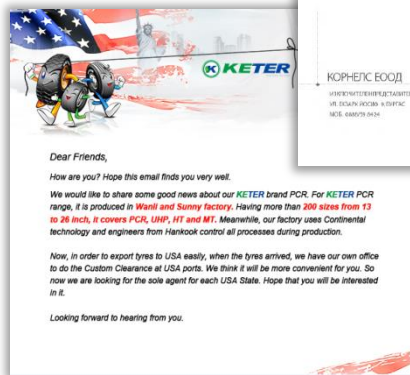
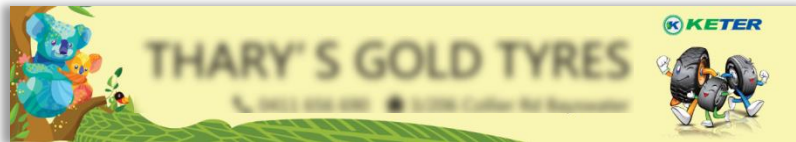
For every 2000
containers you can get **2%** discount to join us.

Only the orders placed before Dec. 31st are available

KETER reserves the right to the interpretation of the above terms and conditions

Continuous Updating

Supporting on Customized Marketing Files



Contact Us
For Public Files of Keter
All OPEN to You



Communication on Products



KETER
Your Care, Our Care

Products Recommendation 2016

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2016 TBR Tyre Recommendation
All-steel truck and bus radial tyres

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ECO

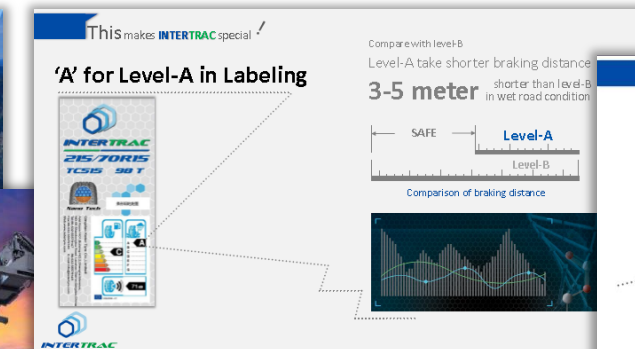
TBR PRODUCTS



KETER
Your Care, Our Care

2016 | New Bias OTR Products

Powered by Zowin




This makes **INTERTRAC** special ✓

'A' for Level-A in Labeling

Compare with level-B
Level-A take shorter braking distance
3-5 meter shorter than level-B in wet road condition

SAFE | Level-A | Level-B

Comparison of braking distance



INTERTRAC
255/70R15
105S 98 Y



This makes **INTERTRAC** special ✓

EARTH CARE & PROTECTION SUPER FUEL SAVING

By Supertyre System

Formula cooperate with structure.
Which proves
lower rolling resistance & better tyre circular degree



INTERTRAC



KETER
Your Care, Our Care

2016 | New Port Tyre Products

Powered by Zowin

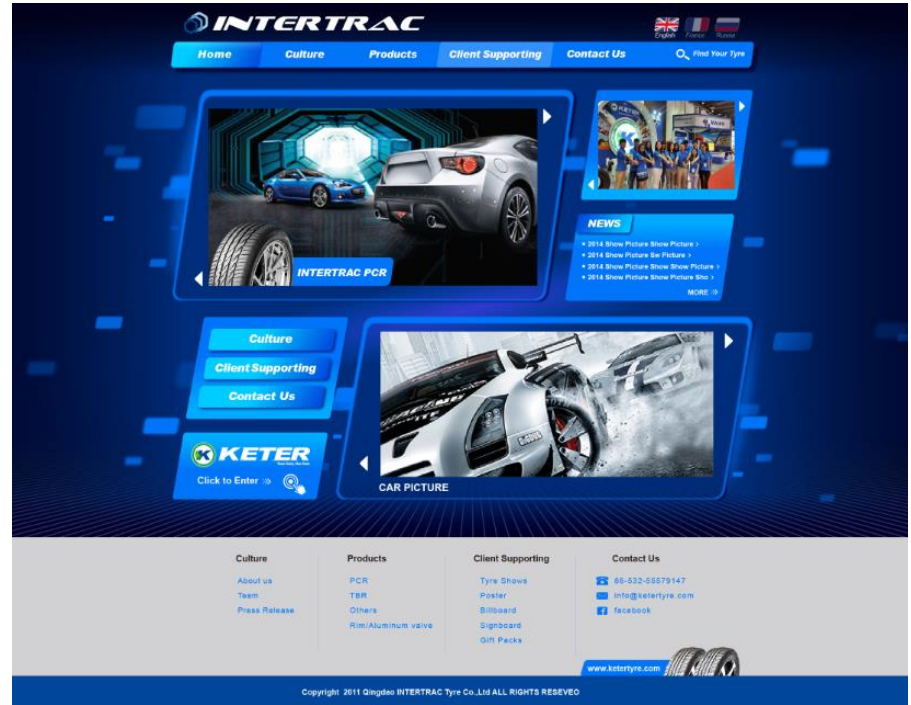
You can find all the Products Introduction PPT from Keter

Communication on Internet



New Keter Website is **ready online** !

Well-established INTERNET service help you know **more of Keter**



The New INTERTRAC Website is online now

We cannot achieve
Without You





KETER In SPAIN

Started @ 2013

*You can find
Keter in famous
magazine*

Europneus





INTERTRAC IN UK

Started @ 2015

*David and his
colleagues are
all very
interested in
Gift Packs from
Keter &
INTERTRAC*

INTERTRAC In SPAIN

Started @ 2015

*New
Generation
Cooperation
Model
using both
online
and offline
distribution
channels*



Don't Be Shy, Little Angel, Happy to See You Again

After two years, they made Keter feel like one of the big family.

Keter in Istanbul, The Start to Success.

NOC Company, located in Istanbul, is a family company, based in Turkey. In 2014, NOC acquired Keter and started to develop tire products. With Keter brand equipment, NOC started tire business and during 2 years tire, NOC grows very fast.

Now NOC got tire shops services in Istanbul, Turkey, opening new shops and tires.

To promote Keter brand, NOC attended the Tire Fair in Turkey organized from April 27 to 30 in Antalya and designed partners for Keter PCR tires.

Partner said, let there be decorated, and there was decorated

Partner, NOC, a great partner in Istanbul, also its business in other central and south American countries. All these tire special tires makes in Turkey, and other tires made in Egypt growth every year. They buy like the partner and variety, which KETER wants to have.

As a partner of KETER, NOC is developing in China, in CEO. NOC has the same operating with KETER, and they are great for partner of KETER in Shanghai. They want their own promotional items to customers.

Feedback from Sudan

Thank KETER for the tires. We got the tires in August last year. It was a great experience. We got the tires in August last year. It was a great experience. We got the tires in August last year. It was a great experience.

Feedback from United Kingdom

M.T. Tires is our exclusive agent for Republic of Ireland & North Ireland of U.K. We started our business from spring of 2012, and met in M.T. office in October of 2015. Now, Keter & M.T. already confirmed a long term cooperation plan together.

M.T. has always made great effort to promote Keter brand and our business. Keter will be M.T. most trustworthy supplier and M.T. will be Keter's excellent partner in the market.

ACTIVE PARTNER WITH KETER

Great News! Keter is endorsed by Russia Partner

Partners in Russia KETER signed in Istanbul, Turkey, and other countries. They want their own promotional items to customers.

KETER ALL AROUND THE WORLD

NEW SERIES NEW BRAND

NEW SERIES NEW BRAND

KETER
All
Around
The
World

Europe
Asia
Middle East
Africa
America
Oceania

Customized Product Service of Keter



Requirements

Puncture Resistance Compound

From WISH WAY RESOURCES LIMITED

Analysis

Location: The Philippines@Asia, Tropics

Application: Mining

Size: 315/80R22.5

Finished

Apr. 2013 (Which in 3 months)





Name: Ada Yang

Position: Europe Sales Manager

Period in Keter: 2012 –future

Date of Birth: 10/20/1989

Constellation: Libra

Hobbies:

Love Yoga, gym, badminton

Painting

Gardening

Hi friend, nice to know you. I am Ada. I join in Keter from early 2012 after my graduation.

Keter is like home, where I worked here happily with full energy. The whole team like a family , united tightly. Welcome to join us.

In leisure time, I like painting and taking caring of my lovely succulents. Daily Yoga and gym also my favorite time, which give me peaceful mind and strong body.



Hi, my name is Cindy, a nice girl with warm smile and always cares what the customers care the most.

During my working time, I work hard and like to communicate with each customer and try to offer the biggest support to customers.

During free time, I have a crush for sporting like playing badminton and running .

I have been in Keter Family for more than 3 years and we are a very professional team.

Hi, I'm Selena, you can find my big smile on the right. Yes, I smile a lot, "the only way to have a friend is smile", right?

Of course, you will find another Selena when she is working, careful, serious and thoughtful for everything.

I am always thinking what makes a nice cooperation stable and long-time, I think professional first, smile good, willing to make great efforts to meet every demands of yours, bingo, most important!

Hope my smile will be a little start letting you believe our nice and family-like cooperation of coming!

Singing, cooking, sports like swimming and mountain climbing, I love them all. I have already expected our chances to enjoy Tsingtao beer together one day.

Ok, back to serious, willing to start nice cooperation with you, welcome to KETER family, let's get this party started...



Hannah Yang 27 years old

I'm lovely and kind girl. I'm an efficient sales and like to challenge myself. I keep positive attitude towards life and the optimistic attitude leads me to better life.

I have been in KETER for 2 years and have cooperated with 18 customers, from Portugal, Bulgaria, Netherlands, Chile, Brunei, USA, Saudi Arabia. I keep good relations with my customers and we are like friends and family members. It is great feeling to have so many connections with people all over the world.

“nothing is difficult to the man who will try ”

Hobbies: jogging, singing, swimming, climbing, cooking;

