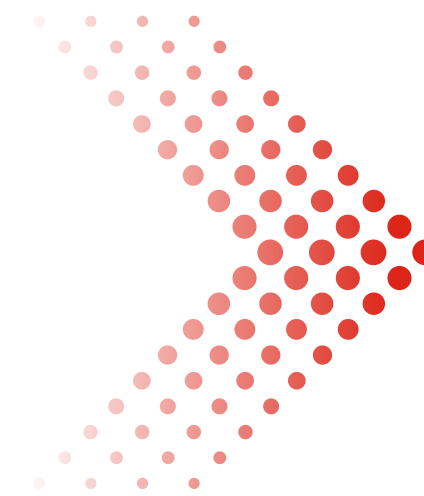




What do we do?

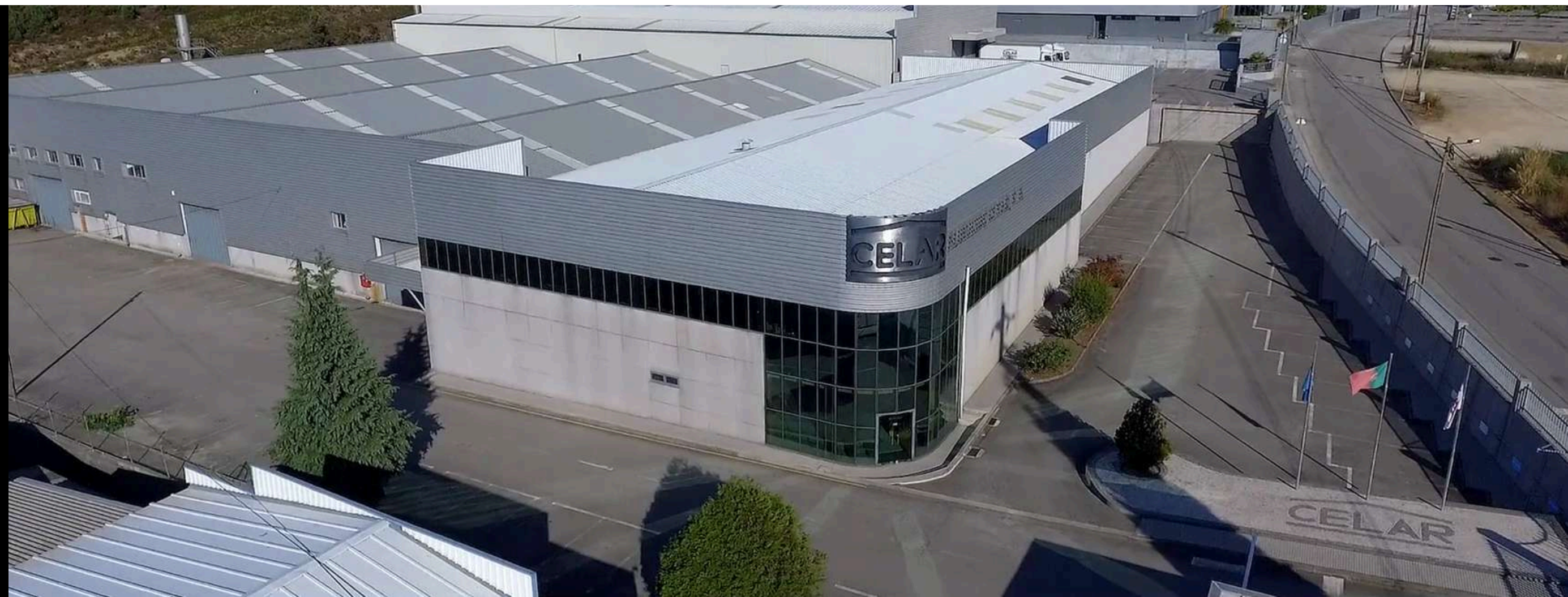
Get to know the standout leader in the market within the non-stick segment, in Portugal.



We are online



www.celar.pt
loja.celar.pt



What you will see during this presentation

- 01 Who are we?
A brief story and our mission
- 02 Market Positioning
- 03 Our Products
Coating Options and F.I.T.
Induction Options
Iconic Designs
Complementary Products
- 04 Other Services
- 05 Domestic and International Markets
- 06 Contacts

01

WHO ARE WE?



Our mission

Alumínios Cesar, S.A., or simply known as CELAR, is a Portuguese company founded in the year 1978. It specializes in the manufacture and commercialization of metal kitchenware, particularly focusing on cookware with non-stick coatings.

The company ensures a presence in major national retail surfaces and in various international markets, such as United Kingdom, Algeria, Spain, France, Italy, Morocco, Libya, Tunisia, and Brazil.

We ensure the sustainability of our operations by adapting our resources to guarantee the satisfaction of both our current and future customers, as well as, no less importantly, our employees, shareholders, and society.

Our numbers, our success

+70

Employees

+1000

Stores selling
CELAR

+5500

Products
manufactured
per day





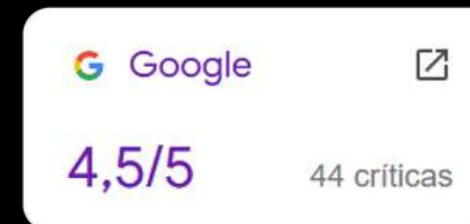
“
**We aim to be a company
recognized in its field of
operation for being efficient, for
its high quality products, and
possessing strong social and
environmental responsibility”**

- Board of Directors

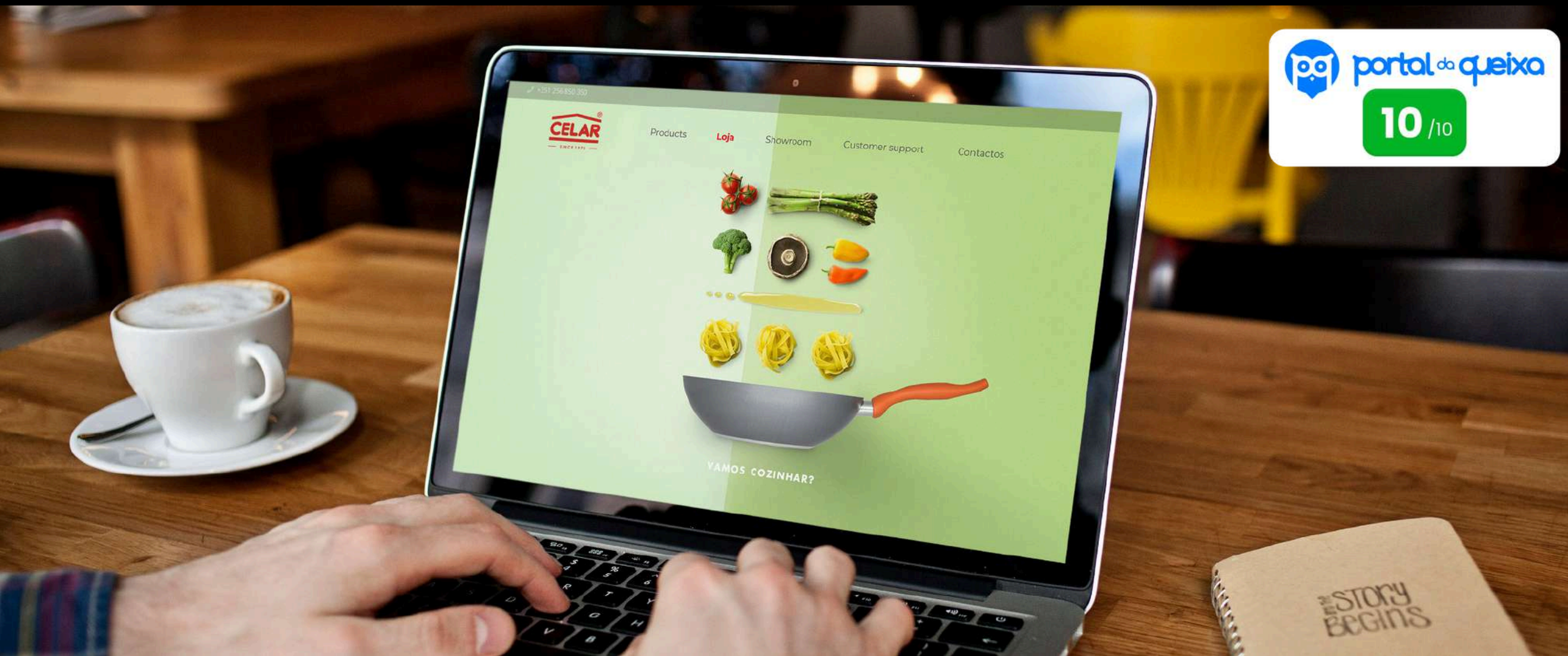


MARKET POSITIONING

The reason for this success is the company's highly dynamic approach, with a very clear objective: **CUSTOMER SATISFACTION.**



We focus our attention on the service provided, always keeping in mind a follow-up with our customers so that they feel we don't just limit ourselves to selling a product, but rather, we build relationships and offer a solution to their needs.



This is a translation of the certificate PT00/00073

The management system of

ALUMÍNIOS CESAR, S.A.

Rua Alto de Mirões, 99 - Zona Industrial de Cesar / 3700-606 Cesar

has been assessed and certified as meeting the requirements of
ISO 9001:2015

For the following activities

Design, Development, Manufacture and Trade of Cookware and Household
Products. Coating Service for Products of Aluminium, Steel and Other.

This certificate is valid from 08 April 2024 until 23 January 2027 and remains valid subject to satisfactory surveillance
audits.

Issue 11. Certified since 24 January 2000

Last certificate expiry date 23 January 2024

Recertification audit date 22 February 2024



Authorised by

Luis Neves

Authorised by

Luis Santos

SGS ICS Portugal, Lda

Pólo Tecnológico de Lisboa, Rua Cesina Adães Bermudes, Lote 11, N° 1 1600-604 Lisboa

www.sgs.pt



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SGS

Distinguished Quality

Given the natural demands of consumers to acquire
high-quality products at competitive prices, CELAR
found it appropriate to implement a Quality Assurance
System. As a result, it has been a company certified by
SGS according to the NP EN ISO 9001:2015, since 2001.

OUR PRODUCTS

We manufacture a wide range of items: frying pans, casseroles, pots, grills, sets, among others. We always manage to keep up with trends and technological evolution, and adapting our product lines and designs to the needs of the markets, as well as the specificity of our customers.

They can be used on different heat sources:



Induction Hob



Glass Ceramic



Gas



Electric



English

and more!

NON-STICK COATINGS:

PTFE & Ceramic



bymetall

F.I.T
Full Induction Technology



Both indicate that the entire bottom area of the piece is suitable for induction; however, the F.I.T. bottom ensures even better heating performance. Additionally, it is more modern in appearance.

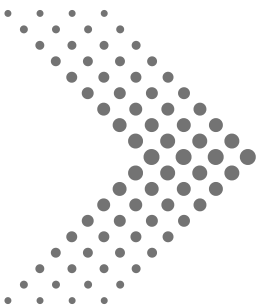


INDUCTION OPTIONS

F.I.T and bymetall

Iconic Designs

Our main goal is to be present in every kitchen we can and to be seen as part of the family, since our products can last a lifetime if well taken care of.

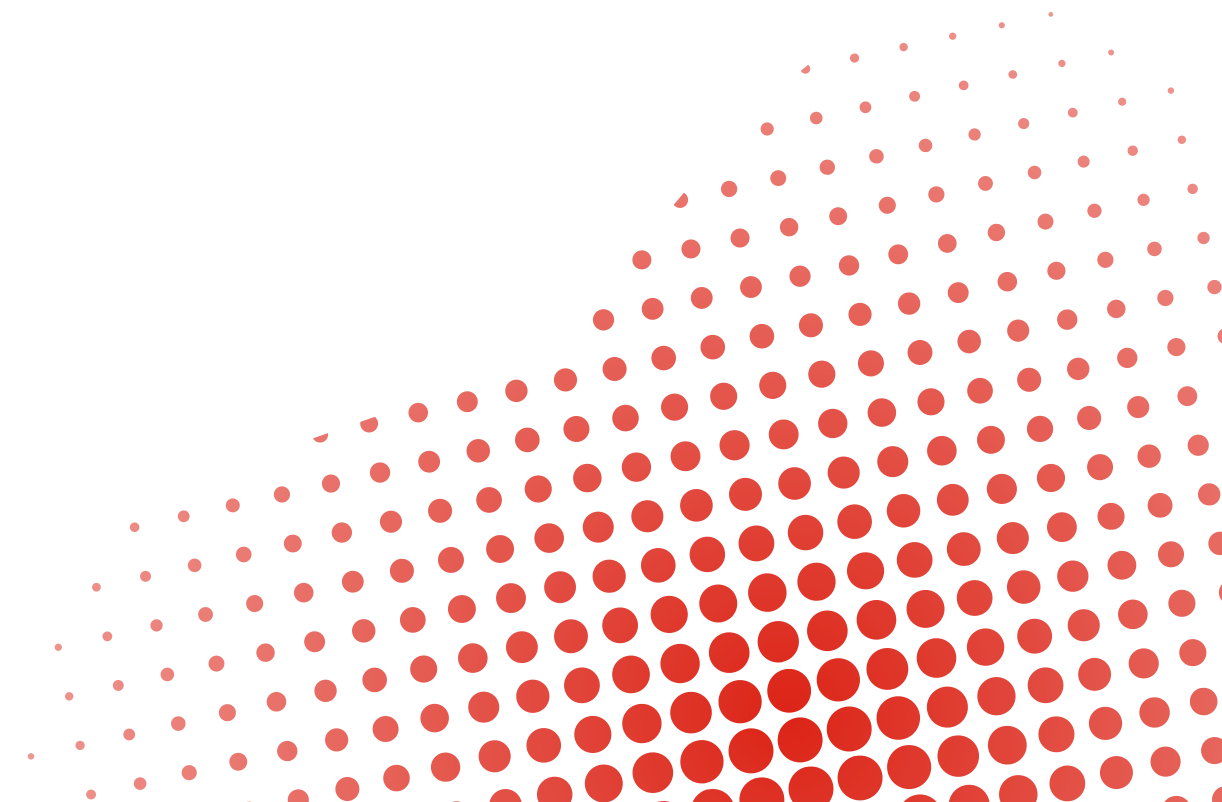




BEST SELLER

The ***natura*** Line is, undoubtedly, CELAR's and its consumers' favorite design, due to its elegance, versatility, and above-average quality.

To be more specific, the frying pans rank at the top among all products in this range.





The *Couscous*

Complementary Products

The *Sauteuse*



It is the common translation of "high-sided frying pan with lid" in French. It can usually serve two purposes: as a classic frying pan for sautéing food or as a shallow casserole.

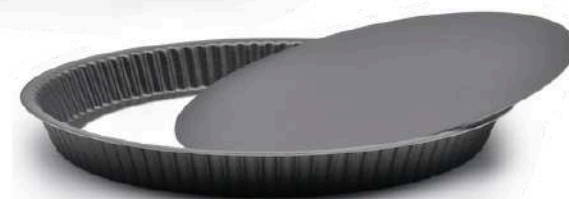
IDEAL - SIMMERING, REDUCTION, SEARING, SAUTÉING, AND FRYING.



PRESSURE COOKER



The Cataplana



The Kitchen Molds



The Stoneware Baking Tray



The Granite Design



04

**CELAR can be present in
different stages of the process.**

COATING KITCHENWARE AND HOUSEHOLD APPLIANCES.

**ASSISTING THE GLOVE'S
INDUSTRY USING OUR NON-STICK
COATINGS IN MOLDS, FOR
EXAMPLE**

Besides being producers and sellers,
we have diversified our activities to help
other brands accomplish their goals, by
offering services, including:

This can enhance the efficiency of the
manufacturing process and the products
themselves.

05

In Portugal, we are approached by major retail brands to develop exclusive items and some private label, such as:



At the present moment, CELAR is selling its products in international markets such as

Algeria, Angola, Brazil, United Kingdom, France, Libya, Morocco, Spain, Italy, and Tunisia

and our goal is to expand to as many countries as possible.

06 Contacts

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Apartado 2018
3701-906 Cesar, Portugal

+351 256 850 350

Feel free to send in any
questions to celar@celar.pt

