



# TEAM XCW GLOBAL

JOIN THE TEAM





## ✘ **WELCOME**

Welcome to XCW Global, a revolutionary collective exclusively for a select group of the best car modification shops in the world. With 15+ years XCW we have grown to one of the most successful brands to have put car wrapping on the map. Our next step is to share this valuable knowledge, expertise and network with you and boost your success above and beyond!

Ready for take-off?





## ⊗ ABOUT XCW

### THE FIRST

XCW is one of The Netherlands' founding car modification shops. Founder Dominic is an entrepreneur at heart and started XCW before he finished university. Being one of the first car modification shops in market it was a tough battlefield with hungry shops wanting a piece of the success.

Flash forward to today, with a 400+m2 HQ and a broad range service XCW has become one off the benchmark wrapping venues. An unmatched eye for detail has resulted in a corporate and private customer base frequently returning for another modification. Not to forget the online empire XCW has built over the years.



*"One big collective car wrapping family,  
where the sky is the limit."*

*Dom van Deursen | Founder XCW*

## **GLOBAL NETWORK**



XCW Global is not a takeover, we are a global collective where you as an entrepreneur are still in charge of your business! The mission of XCW Global is to create a global car modification shop family. This collective group of excellent car modification businesses will be a force to reckon with in the car wrapping world.

This immense web of contacts, knowledge and wrapping power TEAM XCW will be the largest network of car modification shops on this planet.



A close-up, low-angle shot of the front left side of a dark grey Audi car. The car is parked on a dirt surface, and a red flag is visible in the background. The car's headlight, front wheel with a five-spoke alloy rim, and front bumper are clearly visible.

**SERVICES INCLUDE**

**COLLECTIVE SUPPLIER NETWORK**

We all have our suppliers, combine these contacts and you can benefit from mine and we from yours.

**SHARED EXPERTISE**

What if you're working on a car, the deadline is tomorrow and something just is not working. For example, the mirror won't attach properly and you can't find anything online. Our 25+ car wrapping shops have so much knowledge and experience. Send a quick question in a chat group and you'll have your answer in minutes!

**SHARED CONTENT AND DESIGNS**

XCW projects will and can be shared across every platform. Find all the content you need in the shared XCW Content Database®. Also, find our and others custom designs in the XCW Design Database®. If it need a bit of tweaking, we'll have it done in no time!

**MULTINATIONAL STATUS**

Gain a multinational status with all the incredible effect as a result. Bigger projects, bigger clients and so much more money.

**YEARLY EVENT**

Every year we welcome every TEAM XCW member for a 5-day event at our HQ in The Netherlands. This will be a week full of fun, meetings about future plans and exchanging wrapping techniques.



*"Entrepreneurship is living a few years like others won't, to live the rest of your life like others can't."*

## **BUSINESS SUPPORT**



Being an entrepreneur is one of the hardest jobs in the world. You are marketing strategist, sales manager, account manager, car wrapper, human resource manager, basically everything at once. First of all, you are amazing, because you have reached so much success already!

Sometimes an extra pair of hands, eyes or brains can give you that extra perspective to make the right decisions. Our number one intention is to preserve your identity that you've worked so hard for. XCW Global is not a takeover, it is a collective family. With the same goal to maximize all our potential.





**⊗ SERVICES INCLUDE**

**STRATEGY**

Work together with our experts to design your business strategy.

**24/7 COLLECTIVE BUSINESS SUPPORT**

Whether you are rapidly growing or going through a slower faze, determining a strategy for the short- and long term can be difficult. We and your fellow XCW Global partners can help you determine the best strategy going forward.

**GROWTH IN SALES**

The ultimate result: a growth in sales and revenue!

**ON-SITE TRAINING**

Let's not forget, this is about wrapping cars. With over 15 years of experience we offer you on-site training at our HQ or at your location.

**USEFUL ENTREPRENEURIAL TOOLS**

Use our range of business tools to help you speed up the process.



*"Becoming the #1 in our niche market, that's our drive.  
– Marcus van der Heijden | Head of XCW Global."*



## **XCW BRAND**



XCW is set to be a world-wide global brand representing craftsmanship, perfection in every detail and a close car-modification community.

The benefits from being a global brand are immense. For a start, being known across the globe boosts brand awareness like nothing else and as a result bigger clients will find- and work with you. If, for example, a large drink manufacturer is doing a launching a new product and they are looking for a high quality, reliable workshop. Do they chose an individual, smaller shop or a brand with more than 25+ locations?

Imagine the new target audiences you could approach!







## ⊗ SERVICES INCLUDE

### **XCW (COUNTRY) BY (YOUR NAME)**

We care about you and not to take over... we're in this together. That's why your shop will become XCW (your country) by (your name). This way you maximize profits from the XCW brand while still maintaining your identity and local brand awareness.

### **CERTIFICATION**

Every new TEAM XCW member will receive an XCW Certification® as well as a supplier certification of choice. For example Avery Dennison, 3M or Luxe Lightwraps. The choice is yours!

### **BRAND REPUTATION**

XCW stands for the absolute highest of quality. Over the years this reputation has been set in stone by all our projects and high profile customers. That reputation is instantly conveyed to your shop, additionally to your own reputation. Have an excellent reputation already? Why not gain even more? Or have you had some bad publicity lately, this is a great way to switch that around.

### **REGIONAL EXCLUSIVITY**

As an XCW shop you have regional exclusivity. That means we, as a collective, don't fish in each other's oceans. Depending on your country the regions of exclusivity are set.

### **EXCLUSIVE XCW COLOUR LINE**

Currently in development is our own brand new XCW colour line. This range will consist of some never seen before colours that will shake up the car wrapping community and of course you will have the exclusive rights to wrap these special colours.





## SOCIAL MEDIA

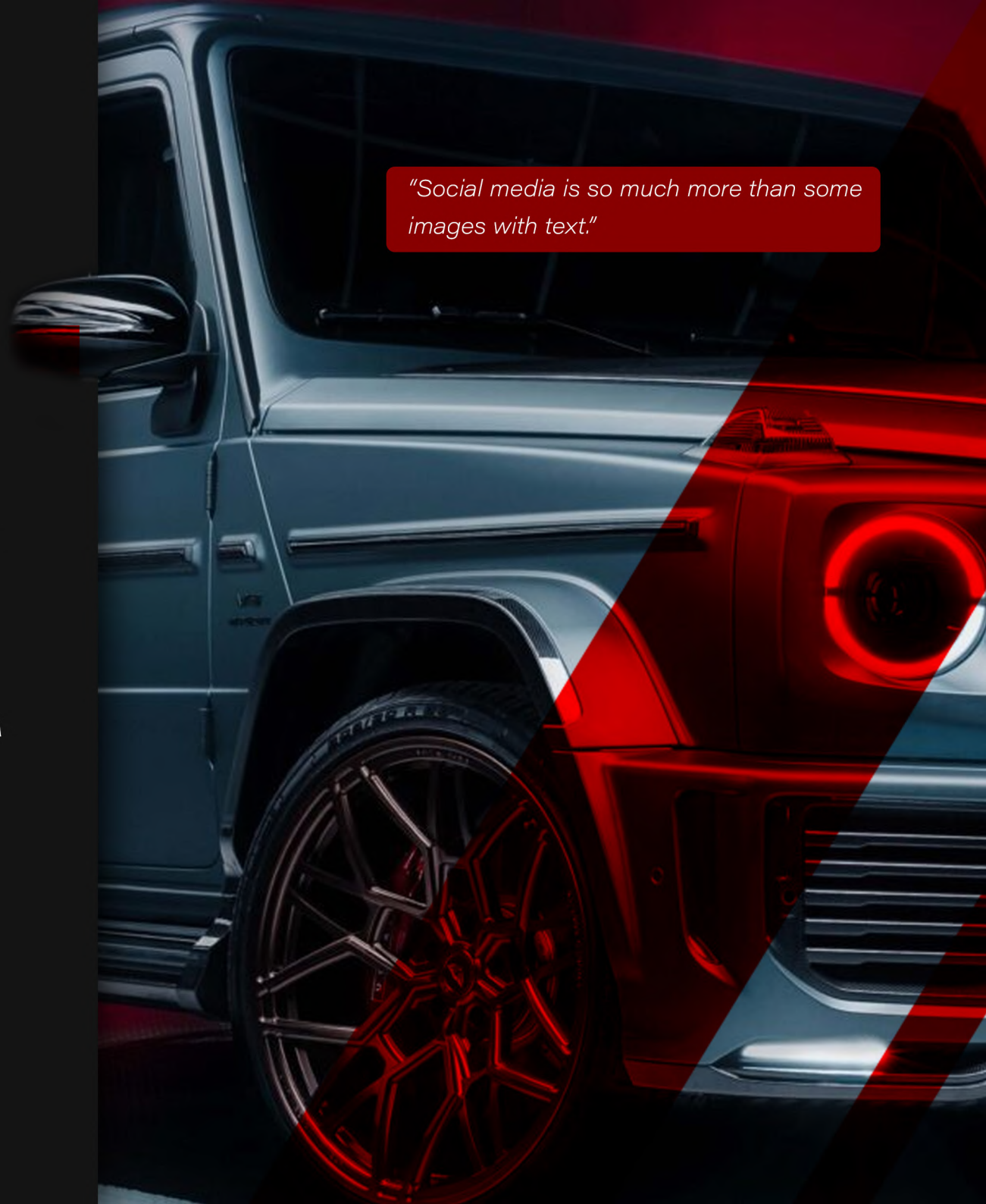


Can you imagine a world without social media? We can't either! Learn how to transform your social media platforms from digital portfolios to sales generating machines.

XCW has one of the largest car modification social media platforms in The Netherlands. Often people make the mistake to see these platforms as a digital platform to showcase recent projects, but trust us, it is so much more. With more than 75.000 followers across multiple channels XCW has learned how to develop a strong and loyal following base. That, most importantly, generates a lot of sales.

We want to share this knowledge and expertise with you. Help to build your online empire and take part in our TEAM XCW Global platforms.

*"Social media is so much more than some images with text."*





## SERVICES INCLUDE

### GLOBAL PLATFORM

Multiple social media platforms with 75.000+ followers, 1.000.000 views each month.

### SOCIAL MEDIA TEMPLATES

Social media can make or break your appearance. Having a professional looking page is therefore a must. With XCW Global you gain access to our templates for Stories, Reels, Posts and many more. Just copy and paste your text and you're ready to. Saving you valuable time to work on the cars.

### BUSINESS ACCOUNTS

Struggling to set up your social media? We can co-direct your (new) XCW social media pages. You are the director, we're there to assist.

### EXPERTISE

Use our- and fellow XCW Global members' knowledge to develop your social media accounts. Learn all the tips & tricks and ins and outs from these potential goldmines.

### CAMPAIGNS

Sometimes a campaign can seriously help getting the ball rolling. If you have no experience with social media campaigns we can set these up for you!



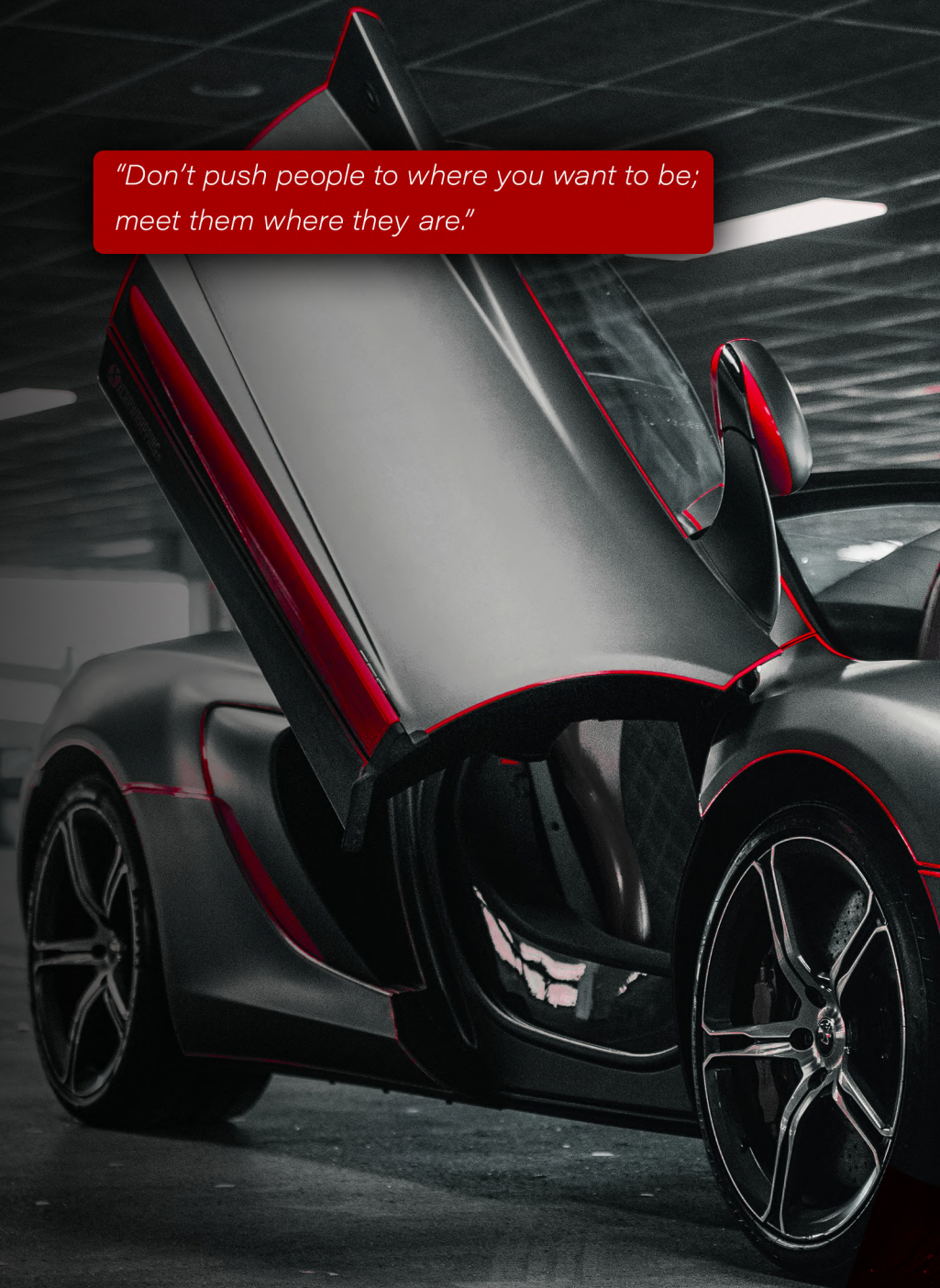
## MARKETING



Marketing is just social media, right? Well... no, far from it. Marketing touches every step in your customer journey. When do they first notice you, what channels do they use, where can you find your target audience and how do you come across to your target audience? These are all very important questions that lead to your marketing strategy. The key success is getting your target audience to know you, the rest will follow.

You might have the best quality wraps or services, but if your audience doesn't know you exist, it is still pointless. Brand awareness creates value and more sales. You have much more knowledge about your market, but what we can do is provide you with the tools to maximize your reach and conversion.

*"Don't push people to where you want to be; meet them where they are."*





## ⊗ SERVICES INCLUDE

### **CORPORATE IDENTITY**

XCW has a stunning corporate identity, it portrays premium quality as well as generate recognizability. Our templates are ready to go for you to use.

### **DIGITAL ASSISTANCE**

It can be a tough environment in the digital age. Don't be overwhelmed by the sheer amount of possibilities and we are there to help you navigate.

### **SUPPORT AND ADVICE**

Need some advice regarding your marketing strategy or coming up with new concepts? The XCW Global family will always help you out.

### **OUR DESIGN TEAM**

Do you have an amazing idea, but not the means or capacity to design? Our design team is standing by to convert your visions into designs!

### **GLOBAL TEAM XCW WEBSITE**

TEAM XCW is launching a new website with the goal to be #1 in Google when someone searches for car wrapping. Website visitors can choose their region and the nearest location will be assigned, for you it is another channel to gain clients.

But there's more! TEAM XCW will be an interconnected website linking to each and every channel from every location, making it an incredible high-value website for Google, thus realizing its #1 goal.



## ⊗ **SUMMARY**

You have seen it all... well, sort of. Firstly thank you for reading through our XCW Global. We hope to have poked your excitement and showed you the opportunities that lay ahead.

This is going to be one of- if not the biggest- shift in the car wrapping world for the years to come and this is your opportunity to join early. Wish you've invested in Bitcoin back in 2009? Exactly, don't miss the boat yet again.

To sum it all up, this is what we offer you:

To be part in the largest car modification business family, an incredible network, an extra pair of hands for business related cases and most importantly: an opportunity to get your business to the next level.

Do I need this or is this for me? We can imagine you have a lot of questions about XCW Global and how it is going to work in the real world. Feel free to contact us via your preferred method and we will try to give you all the answers you need.

In the end only you can answer that one question: Do I want this?

We can only say, we would love to get you on the team and grow together!





## PRICING

XCW Global is like a snow ball, it starts small, but when it gets bigger and bigger there is no stopping it. We believe that every TEAM XCW member is equal and that is why our service package stays the same for everyone.

However, the first shops that join XCW Global take a bigger risk and the effects are somewhat smaller. The more shops join the more valuable our network becomes and accordingly the price rises.

### OUR PRICING STRUCTURE FOR THE FIRST FIVE YEARS ARE AS FOLLOW:

- ⊗ Shops number 1 to 6 = €500,- per month
- ⊗ Shops number 6 to 16 = €750,- per month
- ⊗ Shops number 16 to 25 = €1.000,- per month

#### XCW BRAND

- ⊗ XCW (Country) by (your name)
- ⊗ Certification
- ⊗ Brand reputation
- ⊗ Regional exclusivity
- ⊗ Exclusive XCW colour line



#### SOCIAL MEDIA

- ⊗ Global platform
- ⊗ Social media templates
- ⊗ Business accounts
- ⊗ Expertise
- ⊗ Campaigns



#### BUSINESS SUPPORT

- ⊗ Strategy
- ⊗ 24/7 collective business support
- ⊗ Growth in sales
- ⊗ On-site training
- ⊗ Useful entrepreneurial tools



#### MARKETING

- ⊗ Corporate identity
- ⊗ Digital assistance
- ⊗ Support & advice
- ⊗ Our design team support
- ⊗ Global TEAM XCW website



#### GLOBAL NETWORK

- ⊗ Collective supplier network
- ⊗ Shared expertise
- ⊗ Shared content & designs
- ⊗ Multinational status
- ⊗ Yearly XCW Event



**WE ARE ALWAYS DEVELOPING!**



