



**ascot**  
*international*

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## Welcome

I'm Nitin Sethi, Managing Director and one of the two founders of Ascot International. When I left school I wasn't expecting a career in the chemicals industry, but a passion for business and for getting things done needed an outlet. Shortly after completing my MBA, we set up our company. Two decades later, that business continues to develop and to grow steadily, year after year, and now we are supplying some of the biggest, and most demanding, customers in the UK.

Our success has been the result of a lot of hard work, long hours and, as we grew, a very dedicated group of people. We've refused to stand still - we focus on the future. We're continually searching out new products, improving our technical support and expanding our overseas operations.

We have big ambitions and we will achieve them. We'll get there because we do the things that we do, very well indeed and because we take the time to listen: to our customers, to our suppliers and partners, and to our fantastic team.

*Nitin*



## Meet The Team

Teams work best when everyone pulls the same direction towards a common goal. At Ascot international our team is working to deliver excellent product, service and support to our customers large and small.

We've got experts in all of the areas you would expect. But everyone in our team is flexible and you can be assured that when you need us we'll be up to the challenge, because whatever job title each team member goes by, all of us have customer satisfaction right at the heart of what we do.



## Ascot International - Source and supply

Ascot International is proud to form a vital link in a very important chain. Our business is about chemicals but we aren't producers or consumers. Our role and expertise is in the sourcing and supply of specialist materials from around the globe.

It's about researching potential suppliers and about verifying the quality, purity and authenticity of their products, so that what we sell is of the highest possible standard.

It's about finding exciting new products and about developing markets for them in the UK and overseas. And it's about spotting emerging trends amongst consumers and responding to changing demands quickly and efficiently.

It's about the provision of technical and laboratory support, about arranging independent testing and certification.

And because we know that our customers demand quick order turnaround and prompt and safe delivery, it's about us holding stock, close at hand, in the UK and Europe.

Ascot International is the critical link between satisfied customers and raw materials producers. We supply chemicals, oils and extracts to the following industries:

- *Cosmetic and personal care*
- *Essential oils*
- *Agro-chemicals*
- *Nutraceuticals*
- *Preservatives*

Over the years we have built a base of loyal customers and an extensive network of supply sources. By paying attention to both of these groups and by understanding them, providing tailored and flexible solutions and really responsive service Ascot has grown into what it is today.

Our company is built on hard work and the dedication and knowledge of our team. We are proud of our status as an ISO: 9001 registered business, but we have no plans to rest and will continue to grow and expand whilst providing excellent, friendly and dependable service.





## Supplier and partners

We have high ethical and quality standards and we won't compromise on those – our customers wouldn't expect it – but our extensive network of partners and suppliers enables us to secure supplies of chemicals, oils, and ingredients from all over the world.

We believe that to maintain consistency and purity there should be as few steps as possible in the supply chain. So we don't just import, we stock and supply direct to manufacturers as well.

Sometimes we need to be problem solvers, scouting around our contacts for an ingredient that does a certain job. Other times, we'll be concentrating on getting shipments safely through the complexity of worldwide trade, duties and paperwork.

It's our flexibility and willingness to get involved that makes the difference. An open minded approach that recognises the fact that businesses and markets evolve constantly, and that new opportunities arise as other products fall out of favour.

With our offices in the UK, USA, India and Thailand we are ideally placed to represent producers of fine and exotic materials from around the world.

## Customers

Our customers are pretty demanding. They want exceptional quality and purity (that goes without saying) but they want keen prices and excellent service as well. At Ascot International we believe in going the extra mile to keep our customers happy. Our approach is successful and we have plenty of loyal customers who we are proud to supply.

Many of our customers are household names, people that consumers trust. These familiar names trust us because we get the job right.

Amongst many others we supply:

- *Colgate – leading manufacturers of oral hygiene products*
- *Avon – cosmetics, hygiene and personal care*
- *PZ Cussons – manufacturers of personal health care products*
- *Johnson Diversey – cleaning and sanitation products*
- *Reckitt Benckiser – world's biggest personal care and hygiene manufacturer.*

We take a customer-centred approach and are always willing to do business the customer's way. If the customer has specific requirements for testing, documentation or delivery we will do our best to help. If the customer wants a new product then our sourcing experts will hunt that item down, getting exactly the right thing from the best sources in the world.

We supply top quality, tested materials and samples are available upon request.

The majority of our products are available from stock and we specialise in rapid order turnaround. And because we know that our customers need to protect their profit margins our quotes are always very competitive.

Our approach has resulted in a business that has grown year on year, and is now well established with an excellent reputation and a loyal customer base.





## Products

Our list of products keeps on growing. That's because customers ask us to source new things, and it's also because we are proud to represent producers of fine chemicals and ingredients from around the world, opening up new markets for them.

We don't say "no" to change – we say "yes" to possibilities. We are always happy to look into new ranges providing that the products reach our high standards.

With plenty of innovative new products being added to the range - Hair growth, natural surfactants, Vivimed range to name but a few we expect 2014 to be a very exciting year for Ascot and its customers.

### Personal care

Our chemicals and extracts include ingredients for the following:

*Sunscreens & tanning lotions*

*Hair care*

*Skin care*

*Skin lightening*

*Silicones*

*Anti-fungal & anti-bacterial*

*Biocides and preservatives*

*Green surfactants*

*Butters*

*Insect repellents*

*Libido enhancers*

### Essential & organic oils

We supply a vast range of essential, natural and organic oils. All are pure and of exceptional quality. Essential oils range from calendula to patchouli, from amber to ylang-ylang. If there is something missing from our current product list, we will do our best to find it, source it and supply it.

Like our essential oil range, our organic oils represent the very best that the world offers. We have fresh and tangy, sweet orange oil from Southern Africa, soothing rose oil from Russia and sweet, spicy clove oil from Indonesia.

## Products Continued

### Nutraceuticals

Ranging from vitamins to herbal extracts our products cover a wide range of applications:

<i>Aphrodisiacs</i>	<i>Joint care</i>
<i>Anti-aging</i>	<i>Digestive health</i>
<i>Anti-wrinkle</i>	<i>Urinary health</i>
<i>Anti-stress</i>	<i>Vitality</i>
<i>Memory enhancers</i>	<i>Weight loss</i>

This list includes Aloe Vera (oil, juice and powder), glucosamine sulphate and ginseng, and many more. As before, we are able to source products that may not yet be on our list of stocked items.

### Agro-chemicals

We supply a full range of insecticides, fungicides and wood preservatives. We are also proud to supply, from our partners in India, Vanvruddhi - an innovative, organic soil-enhancer and micronutrient plant food.

### Preservatives

As well as other chemicals for use in the personal care products industry we supply a range of anti-microbial products and anti-oxidants. These include various organic acids and cosmetic preservatives.



## Thank you

Thanks for taking the time to look at Ascot International – the vital link for excellent source and supply. Let us help you to source the right ingredients, at the right price, just when you want them.

*Nitin*

Nitin Sethi, Managing Director



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