



BULONERA ATLAS S.A.

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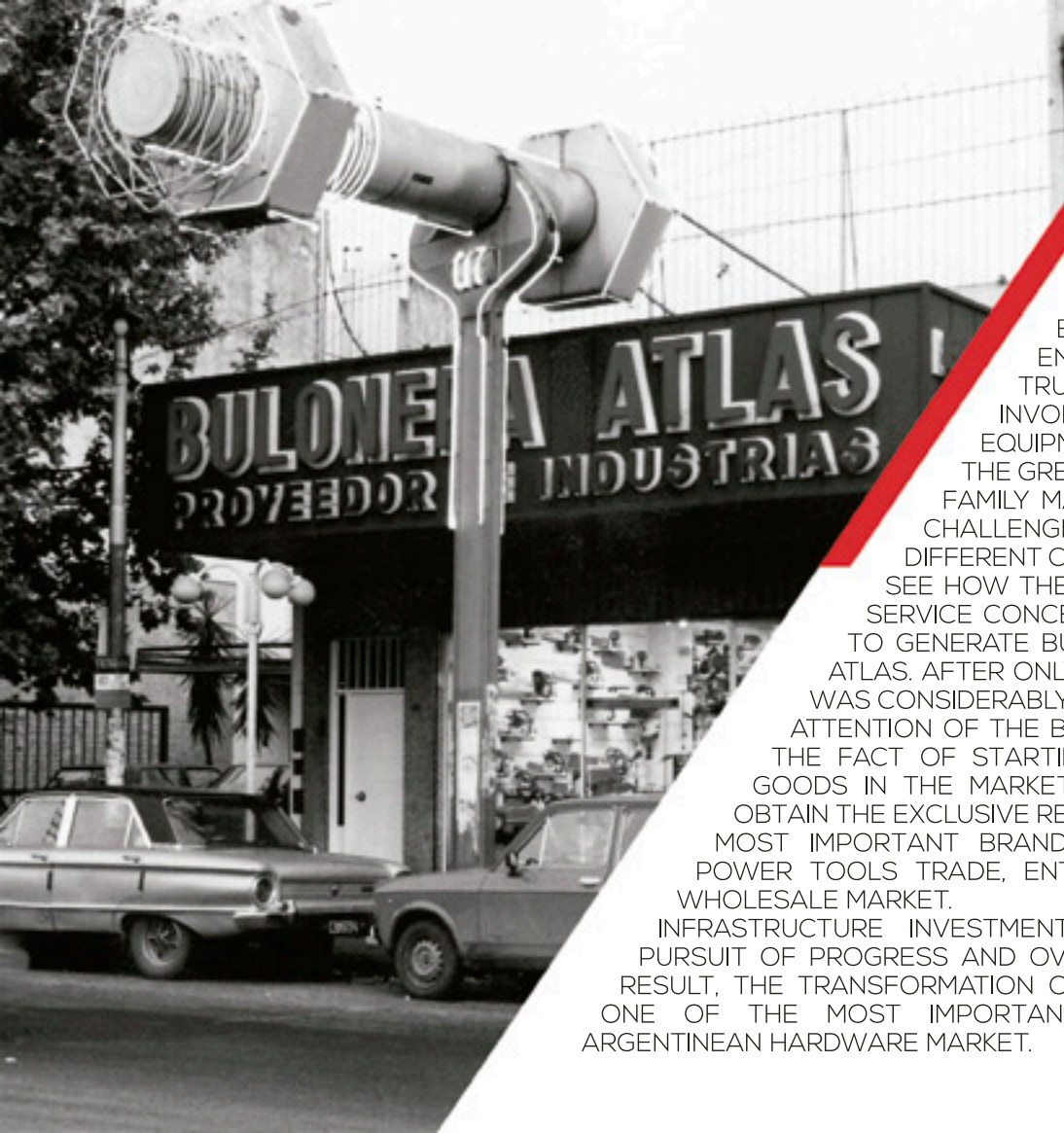


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INDEX

| | |
|---------------------------|--------|
| HISTORY | 03-04 |
| THE COMPANY | 05-06 |
| CUSTOMER SERVICE | 07-08 |
| LOGISTICS | 09-10 |
| EXCLUSIVE REPRESENTATIONS | 11 -12 |
| COUNSELING SERVICE | 13 -14 |



HISTORY

BY THE YEAR 1956, THE DREAM OF MR JUAN ENRIQUE AND HIS SON HAD STARTED TO COME TRUE. THE BEGINNINGS OF BULONERA ATLAS INVOLVED SETTING UP ITS INSTALLATIONS AND EQUIPMENT IN A SMALL 20 SQUARE-METER STORE. THE GREAT EFFORTS AND SACRIFICES OF THE ENTIRE FAMILY MADE IT POSSIBLE TO OVERCOME THE DAILY CHALLENGES OF THE MARKET AND THE COUNTRY'S DIFFERENT CRISES. IT DID NOT TAKE A VERY LONG TIME TO SEE HOW THE COMMERCIAL SKILLS AND NEW CUSTOMER SERVICE CONCEPTS APPLIED BY THE COMPANY STARTED TO GENERATE BUSINESS OPPORTUNITIES FOR BULONERA ATLAS. AFTER ONLY A FEW YEARS THE LINE OF PRODUCTS WAS CONSIDERABLY WIDENED, MANAGING TO ATTRACT THE ATTENTION OF THE BIGGEST INDUSTRIES IN THE COUNTRY. THE FACT OF STARTING TO MOVE LARGE VOLUMES OF GOODS IN THE MARKET ALLOWED BULONERA ATLAS TO OBTAIN THE EXCLUSIVE REPRESENTATIONS OF SOME OF THE MOST IMPORTANT BRANDS OF THE HAND TOOLS AND POWER TOOLS TRADE, ENTERING - IN THIS WAY - THE WHOLESALE MARKET. INFRASTRUCTURE INVESTMENTS AND THE CONTINUOUS PURSUIT OF PROGRESS AND OVERCOMING ATTAINED, AS A RESULT, THE TRANSFORMATION OF BULONERA ATLAS INTO ONE OF THE MOST IMPORTANT COMPANIES IN THE ARGENTINEAN HARDWARE MARKET.



OVERCOMING

CUSTOMER SERVICE AND THE PROFESSIONAL WAY OF DOING BUSINESS WERE ALWAYS THE BASIC PILARS OF THE COMPANY'S DEVELOPMENT. THE FACT OF BEING IN THE VANGUARD OF CUSTOMER ATTENTION AND LOGISTICS MANAGEMENT, BECAME THE KEY TO REACH AND REMAIN AT THE TOP OF THE MARKET.





THE COMPANY

BULONERA ATLAS SA IS ONE OF THE MAIN COMPANIES OF THE ARGENTINEAN REPUBLIC THAT SUPPLIES THE HARDWARE, POWER TOOLS AND HAND TOOLS MARKET. MORE THAN 50 YEARS OF TRAJECTORY AND TRADE EXPERIENCE HAVE ALLOWED IT TO IMPROVE ITS PRODUCTIVITY AND EFFICIENCY IN ALL AREAS. ITS SUPPLY CHAIN INTEGRATION GENERATES A COST REDUCTION TRANSFERRED TO AND RESULTING IN THE BEST PRICES IN THE MARKET FOR ITS CUSTOMERS.

ITS CENTRAL PREMISES ARE LOCATED IN THE PROVINCE OF BUENOS AIRES, WHERE THE HEADQUARTERS AND LOGISTICS OPERATIONS ARE BASED; COUNTING WITH MODERN AND SPACIOUS FACILITIES AND MORE THAN 20.000 COVERED SQUARE METERS. FROM THIS LOCATION ITS SALES EXTEND TO ALL THE NATIONAL TERRITORY, THROUGH ITS MORE THAN 5.000 ACTIVE CLIENTS.



SYNERGY

DAY BY DAY, KNOWLEDGE BECOMES MORE AND MORE RELEVANT. KEEPING UP TO DATE WITH THE DEVELOPMENT OF ALL THE LATEST PRODUCTS AND WITH THE NEW COMMERCIAL TECHNIQUES, ARE BOTH ESSENTIAL REQUIREMENTS TO MAINTAIN COMPETITIVENESS. BULONERA ATLAS OFFERS SPECIALIZED TRAINING COURSES TO ALL ITS CLIENTS, ENABLING THEM TO ACCESS THE LATEST NEWS AND DEVELOPMENTS IN THE MARKET, WHILE AT THE SAME TIME ACHIEVING BETTER RESULTS WORKING AS A TEAM.





CUSTOMER SERVICE

SERVING OUR CUSTOMERS HAS ALWAYS BEEN ONE OF THE PRIORITIES OF BULONERA ATLAS. A TEAM OF PROFESSIONALS IS ALWAYS DULY AVAILABLE TO HELP, ADVICE, AND SOLVE THE PARTICULAR NEEDS OF EVERY SINGLE ONE OF OUR CUSTOMERS.

24/7

WE COUNT WITH A WEB PLATFORM THAT ALLOWS ACCESS TO ONLINE INFORMATION REGARDING OUR PRICES, STOCK, AND THE RECEPTION OF PURCHASING ORDERS, MAKING IT FASTER TO USE OUR INFORMATION SERVICE 24 HOURS A DAY, THE 7 DAYS OF THE WEEK.



COMMUNICATION

YOU CAN CONTACT BULONERA ATLAS THROUGH ALL THE AVAILABLE MEANS THAT THE LATEST TECHNOLOGICAL DEVELOPMENTS PROVIDE, ACHIEVING - IN THIS WAY - SPEED, WHICH RESULTS IN LOWER COSTS. WE WILL BE CONNECTED TO RECEIVE YOUR QUERIES ALWAYS.

WE UNDERSTAND THAT THE MARKET DEMANDS FASTER AND FASTER RESPONSES, AND IT IS FOR THIS REASON THAT WE HAVE PREPARED OURSELVES. OUR INTENTION IS THAT OUR CLIENTS FIND IN US EVERYTHING THEY NEED TO DEVELOP AND MAKE THEIR BUSINESSES GROW.



LOGISTICS

BULONERA ATLAS S.A. COUNTS WITH A 15,000 SQUARE-METER STORAGE SURFACE FOR ITS PRODUCTS, THROUGH ITS MORE THAN 3,000 STORAGE LOCATIONS. IT ALSO PERFORMS PERMANENT INVENTORY MAINTENANCE, WHICH ALLOWS IT TO SUPPLY THE CONSUMPTION LEVELS OF ITS CLIENTS AND THEREFORE OBTAIN THE MAXIMUM EFFICIENCY AND PRODUCTIVITY THAT THIS COMPLEX AREA REQUIRES.

FOR THIS REASON, A POWERFUL WMS (WAREHOUSE MANAGEMENT SYSTEM) IS USED, WHICH ENABLES THE COMPANY TO ORGANIZE - THROUGH LOGISTICS INTELLIGENCE - ALL ITS INVENTORY MOVEMENTS. THIS SYSTEM IS ONE OF THE KEY FACTORS THAT ALLOWS BULONERA ATLAS S.A. TO SATISFY THE DEMANDS OF ITS CLIENTS, THIS WMS IS AT THE SAME LEVEL AS THE HIGHEST INTERNATIONAL LOGISTICS STANDARDS.





EXCLUSIVE REPRESENTATIONS

FROM ITS BEGINNINGS, BULONERA ATLAS S.A. HAS CHARACTERIZED ITSELF FOR OFFERING ITS CLIENTS WELL-KNOWN TOP QUALITY PRODUCTS THE NEW CHALLENGES THAT THE GLOBALIZED MARKETS IMPOSE HAVE LED US TO OBTAIN THE EXCLUSIVE REPRESENTATIONS OF THE MAIN WORLDWIDE BRANDS, SO AS TO BE ABLE TO OFFER OUR CLIENTS THE BEST ALTERNATIVES IN THE MARKET .

QUALITY

OUR CLIENTS TRUST OUR COMPANY DUE TO THE FACT THAT DURING OUR LONG TRAJECTORY, WE HAVE SHOWN THAT WE COMMERCIALIZE HIGHLY RELIABLE PRODUCTS, WITH HIGH QUALITY LEVELS.



VANGUARD

WORKING WITH THE PRINCIPAL WORLDWIDE BRANDS ALLOWS US TO OFFER OUR CLIENTS THE LATEST ADVANCES AND DEVELOPMENTS IN THE TRADE; OBTAINING - IN THIS WAY - A COMPETITIVE ADVANTAGE.

THE SUPPORT AND TRUST THESE BRANDS HAVE PUT IN US ENDORSE THE STANDING THAT BULONERA ATLAS S.A. HAS GENERATED OVER THE YEARS. WE OFFER QUALITY PRODUCTS WITH HIGHLY COMPETITIVE PRICES OF WELL-KNOWN WORLDWIDE BRANDS. WE ARE A PROFESSIONAL COMPANY WHOSE AIM IS TO OFFER ITS CLIENTS THE BEST PRODUCTS IN THE MARKET. WE BELIEVE QUALITY IS THE FUNDAMENTAL BASIS TO CREATE LONG-TERM COMMERCIAL RELATIONSHIPS, BOTH FOR OURSELVES AS WELL AS FOR OUR CLIENTS.

COUNSELLING

BULONERA ATLAS S.A. HAS A SPECIALIZED RETAIL UNIT EXCLUSIVELY INTENDED TO OFFER ADVICE TO THOSE PEOPLE INTERESTED IN OPENING NEW STORES AND TO THOSE WHO ARE TRYING TO ACHIEVE AN INCREASE IN THE PERFORMANCE OF THEIR ALREADY ONGOING COMMERCIAL VENTURES.

THE CONSTANT STUDY OF NEW TRENDS AND THE BEHAVIOUR OF RETAIL SHOP CONSUMERS, TOGETHER WITH THE EXPERTISE DEVELOPED IN THIS AREA, ENABLES US TO TRANSFER ALL THE NECESSARY KNOWLEDGE AND THEREFORE BE ABLE TO DEVELOP SUCCESSFUL COMMERCIAL ACTIVITIES AND ATTAIN INCREASED PRODUCTIVITY. WE COUNT WITH THE EXPERIENCE AND ALL THE NECESSARY TOOLS FOR OUR CLIENTS TO AVOID INCURRING LEARNING AND TRAINING COSTS AND TO OBTAIN RESULTS AT SHORT NOTICE.