



From father to son to grandson. Our leadership may have changed, but not our commitment to our customers and suppliers.



CRP Industries has been in business for over 60 years. What was once a company offering about 200 sizes of German manufactured tires to the USA is now a NAFTA market industry leader — providing thousands of products from leading European and Asian manufacturers to the automotive parts and industrial product markets in North America.





George Schildge (left), Dan Schildge (right)

A family owned and operated company, CRP is under the leadership of Dan Schildge, the grandson of founder Adam Schildge. And while Dan and the management team have brought the energy and ideas of a younger generation to CRP, they still uphold the same principles and values established by his grandfather and expanded by his father and former President, George Schildge: Offer top-quality products and brands

and place great importance on customer service and long-term relationships.

Honoring this code since 1954 is what has helped CRP attract world-class brands. In fact, the CRP brand lineup is as recognized and respected as the company itself.

That is no coincidence. We pay great attention to the products we carry, the people we work with, and the way in

which we conduct business. In fact, the greatest attributes we offer are quality, service, and trust. They don't have a SKU and they can't be pulled off a warehouse shelf. Throughout the organization, a genuine dedication to our customers and our suppliers is what makes CRP, CRP.



We started with tires, and kept rolling.



Originally named Conti Rubber Products Inc., CRP Industries was founded in 1954 by Dr. Adam Schildge to represent Continental AG, Germany's largest manufacturer of tires and industrial rubber products, in the U.S. marketplace.

In 1974, CRP decided to diversify — adding new and different products through a wide network of high-level, high-quality suppliers. This decision led to CRP becoming the exclusive North American sales and service partner for Walter Perske GmbH high-speed precision motors.

In 1978, CRP launched a very popular line of European axle boot and gasket kits under the Meistersatz name, further strengthening our position in the automotive market. It was during this benchmark year that tires were phased out, George Schildge became President, and Conti Rubber Products was renamed CRP Industries Inc. to better reflect its expanded focus on high-quality replacement parts for imported automobiles and specialty industrial products.

1982 brought expansion to the Industrial Products Division of CRP with the addition of high-pressure thermoplastic and Teflon specialty hoses. A year later, CRP introduced Pentosin power steering fluid to North America.

2008 marked the passing of the baton from George to his son Dan. Just like his father and grandfather before him, as CRP's current President, Dan has continued the tradition of searching out high-quality products to add to the CRP brand lineup. In his inaugural year, Rein Automotive replacement parts became his first addition.

That was soon followed with the addition of TUDERTECHNICA, Europe's leading brand of transfer hoses for specialized industries, including food & beverage and cosmetics & pharmaceuticals.

AJUSA, a leading international manufacturer of automotive gaskets, head bolt sets, seals, hydraulic lifters, and camshafts for European and Asian automobiles, joined the CRP brand lineup in the middle of 2011.

In 2015, CRP acquired AAE, Atlantic Automotive Engineering, a leading manufacturer of power steering products for the automotive aftermarket.

Wait until you see



1954 Continental

Conti Rubber Products Inc. is founded by Dr. Adam Schildge. This is the beginning of our strong relationship with Continental AG that still exists today.

1962

Company opens 25,000 sq.ft. office and warehouse in Carteret, New Jersey.

1968

Company opens West Coast facility in Fremont, California.



1974

Conti Rubber Products Inc. becomes the exclusive North American sales and service partner for Perske motors.

1993



CRP begins operations in Mexico as CRP de Mexico.

2007



CRP begins operations in Canada.

Pro Series ContiTech Timing Kits introduced, the first kit to include a water pump and all needed parts.

2008



Dan Schildge, grandson of Adam Schildge, becomes President of CRP.

CRP introduces Rein Automotive replacement parts.



the next 60 years.



ContiTech

1975

Around this time, CRP started marketing and selling ContiTech.

1978



George Schildge is named President, and Conti Rubber Products Inc. becomes CRP Industries Inc.

1982



CRP adds high-pressure thermoplastic specialty hoses to its Industrial Products Division.



1983

CRP introduces Pentosin Automotive fluids to North America.

TUDERTECHNICA

2009

CRP moves from Carteret, New Jersey to Cranbury, New Jersey.

2010

CRP introduces TUDERTECHNICA hoses.



2011

CRP Automotive adds AJUSA automotive gaskets and parts to its product offerings.



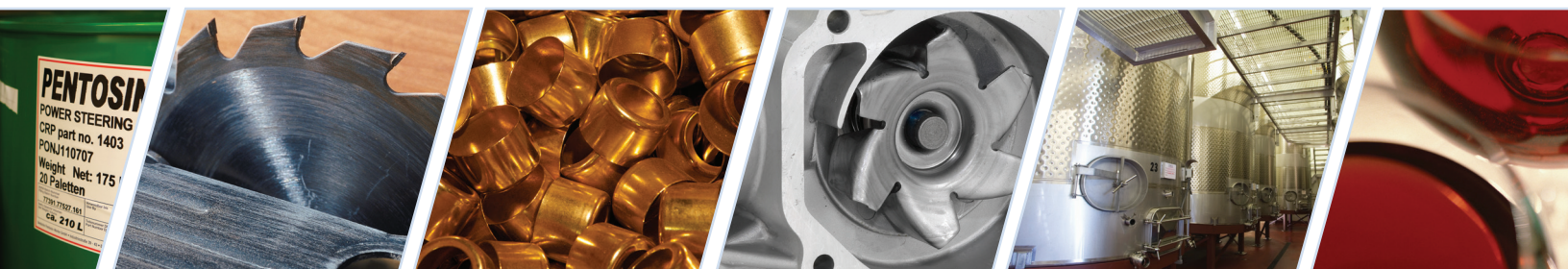
2012

CRP Industrial Hose becomes Reinflex.



2015

CRP acquires AAE.





To deliver as quickly as we do, an operation has to be working on all cylinders.



As the gateway to North America for many of the world's leading automotive part and industrial product manufacturers, CRP has become the supplier of choice for many customers in the NAFTA market.

Warehouses strategically placed throughout North America enable CRP to provide customers quick and easy access to the high-quality products they need — as well as provide superior service both before and after the sale.

To help manufacturers reach the lucrative NAFTA market, our entire sales and customer service staff goes through

extensive training to make sure they know every product we sell inside and out. We then back up their efforts with integrated and targeted marketing support that includes trade magazine advertising, marketing partnerships, distributor promotions, e-marketing, trade shows, videos, distributor open houses, and product and sales training.

Additionally, in 2014 we launched an Innovation Council initiative which provides our automotive division with a direct connection to the professional repair technicians and shop owners who specify and install the parts and fluids we sell.

The relationship with our Innovation Council members is truly a two-way street — one that has resulted in the development of several new products as well as the institution of new marketing tactics and messaging.

By giving manufacturers the marketing support and access they need to reach the NAFTA market, and our customers high-quality products at fair prices and excellent customer service, CRP makes it easy for all parties to do business in North America.

Two different divisions. A shared commitment to quality.



CRP is an ISO 9001:2008 quality certified organization. The International Organization for Standardization (ISO) awards this certification based on a set of strict standards and requirements. Standards and requirements that are no higher than what we set for ourselves and the products we sell.

That's why in our automotive division you will never find anything other than OE-quality parts. From fluids to timing belts, if they don't meet OE standards, they don't meet ours.

And we hold the bar just as high for our industrial division. Whether it's a high-pressure thermoplastic hose or a motor for the woodworking industry, if it's on our shelves, our customers can rest assured that it's the best they can buy.

Even our sales staff is held to a higher standard. Knowing SKU numbers isn't enough. They need to have a working knowledge of every product we sell. So when customers have a question or need advice, they get the help they need to make the right purchase.

At CRP, we make sure every part of our business, from what we sell to how we sell it, meets the highest quality standards. It's how we've been doing business for the past 60-plus years, and we're not about to stop now.



Our Automotive Division has been a driving force in the aftermarket for over 60 years.



Over the years, CRP Automotive has become the first choice for leading distributors in the NAFTA market who understand the value of providing their customers with only OE-quality parts. As the largest division of CRP, the automotive group handles millions of automotive parts each year, including timing belts and timing belt kits, serpentine belts, air conditioning parts, water pumps, anti-vibration and suspension parts, wheel bearing parts and hoses, steering racks and pumps, as well as high-tech automotive fluids.





ContiTech

With thousands of OE-quality belts, ContiTech, brought to you by CRP Automotive, offers one of the most complete and cutting-edge automotive belt programs available on the market, including timing belts, timing belt kits complete with a water pump, seals, and hydraulic damper, traditional timing belt kits, accessory drive belt kits, serpentine belts, v-belts, and more.

Known around the globe for innovation, ContiTech is often first to market with the latest products and technologies, including the use of state-of-the-art materials such as Kevlar, fiberglass, and polyester reinforcing fibers — in addition to HSN and EPDM compounds.

All ContiTech belts meet or exceed OE standards and are found on some of the world's finest automobiles, including Audi, BMW, Maserati, Mercedes-Benz, Porsche, Rolls Royce, Saab, Volkswagen, and Volvo. CRP has been a partner to ContiTech for over 60 years and actively works with them on global initiatives.



The Rein Automotive line of OE-quality replacement parts was introduced to the NAFTA market in 2008.

In German, "rein" means "pure". And in the automotive industry, the Rein Automotive name has quickly come to stand for quality and reliability.

The Rein Automotive program of OE-quality replacement parts includes A/C parts, anti-vibration parts, axle boots and kits, hardware, hoses, reservoir tanks & caps, suspension parts, thermostats, water pumps, and wheel bearing kits for a wide range of Asian and European applications. While coolant hoses have always been a strong product category, Rein also offers growing programs for oil hoses and power steering hoses.

In 2016, Rein introduced a Master Cooling category, inclusive of our robust coolant hose program. This is just the first of several new product categories Rein plans to introduce to the NAFTA automotive market in the future.

With applications for some of the world's finest automobiles, including European brands like Audi, BMW, Mercedes-Benz, Mini, Porsche, Saab, Volkswagen, and Volvo — as well as Asian marques such as Hyundai/Kia, Toyota/Lexus, Honda/Acura, and Nissan/Infiniti — all Rein Automotive genuine replacement parts are guaranteed OE-quality.





For the past 90 years, Pentosin has built a reputation as a leading innovator and manufacturer of synthetic and mineral oil-based fluids for the automotive industry. Achieving more than 27 “first fill” approvals with its central hydraulic fluids alone, Pentosin Technical Fluids meet the demanding OE standards of many of the world’s finest automobile manufacturers.

In 2015, Fuchs Lubricants acquired Pentosin. Fuchs was founded in 1931 in Mannheim Germany and is the world’s largest independent lubricant provider. The Pentosin acquisition complements Fuchs by expanding its portfolio in the field of automotive lubricants.

CRP has been Pentosin’s (and now Fuchs’) proud NAFTA partner for over 30 years, bringing OE-quality technical fluids to the market for both European and Asian vehicles. Together, CRP and Fuchs offer a complete Pentosin program of antifreeze, brake and hydraulic fluids, motor oil, and transmission fluids. When it comes to developing fluids that realize technical innovations, Pentosin is still leading the charge.



Established in 1972, AJUSA is one of the leading brands in gaskets, cylinder head bolts, hydraulic lifters, seals, and camshafts. With more than 100,000 different part numbers, AJUSA offers the world’s largest coverage for European and Asian applications, especially late model vehicles.

In addition to being an OE certified manufacturer, AJUSA is also ISO 9001 and ISO/TS quality certified and ISO 14001 certified as a company that protects and respects the environment.

Built upon their commitment to superior quality and exceptional service, AJUSA and CRP Automotive continue to bring OE-quality products to the marketplace.



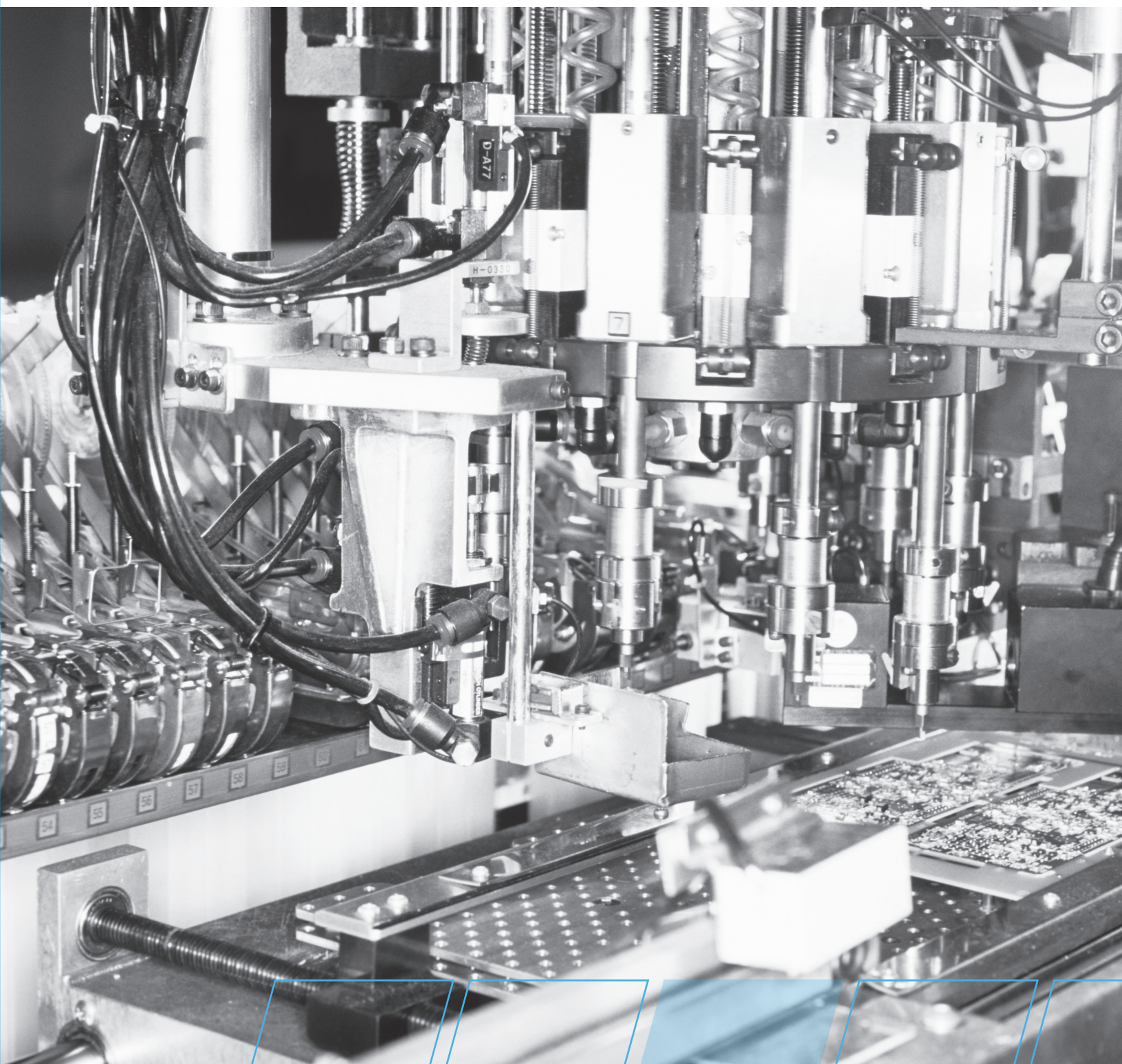
In 2015, CRP acquired Atlantic Automotive Engineering (AAE), formerly Atlantic Automotive Enterprises. With over 30 years of remanufacturing experience, AAE has a reputation of being an industry leader in both new and remanufactured steering racks, power steering pumps, gearboxes, and related power steering components. AAE-branded products include a growing program of EPS and EHPS products and components along with a wide offering of new and remanufactured HPS products — as well as HPS “core saver” components. Thanks to their commitment to testing 100% of their products, AAE has one of the lowest warranty rates in the industry. The acquisition of AAE moves CRP into new territory, providing exciting growth opportunities.

Some of today's leading innovators in industrial products have one thing in common. Us.



CRP is one of the largest suppliers of fluid transfer products to the NAFTA market. Our wide-range of industrial products reaches everyone from the local painting contractor and EMTs to winemakers, woodworkers, and various other manufacturers. In fact, there are very few industries in North America today that don't use or need a product brought to you by CRP Industrial.

Of course, we didn't get this large by distributing just any product that came along. Instead, we looked for companies and products that embody the same core values that we do. Quality. Service. Trust. All come free with every product on our warehouse shelves.



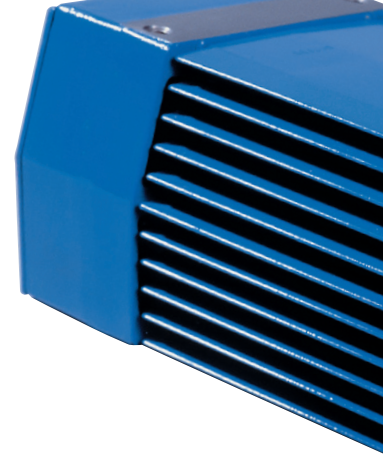


For more than 40 years, Reinflex high-pressure thermoplastic and Teflon hoses have been satisfying the needs of some of the industry's toughest and most demanding fluid transfer applications, including airless paint spray, high-pressure hydraulics, non-conductive tooling, sewer jetting, fluid transfer, and more.

Hose configurations are available in single or twinline, multiple color options, lengths up to 500 feet, working pressures from 200 psi up to 10,000 psi — all designed to customer specifications. Our exclusive Ultra High Pressure (UHP) line can even handle pressures exceeding 55,000 psi. And all Reinflex hoses are complemented by an extensive fittings program that's designed, matched, and qualified to specific hoses. What's more, CRP technicians conduct vigorous tests to ensure Reinflex hoses meet the most stringent quality control standards.

To help meet the demands of the growing natural gas industry, Reinflex introduced a fiber-reinforced CSA-approved thermoplastic hose suitable for CNG refueling applications. This lightweight hose is extremely resistant to abrasion, kinks, and crushing, and also features a conductive inner tube to dissipate static charges.

Reinflex industrial hoses can be customized to meet almost any customer's specific application. And we deliver anywhere in the NAFTA market as quickly as 24 hours.

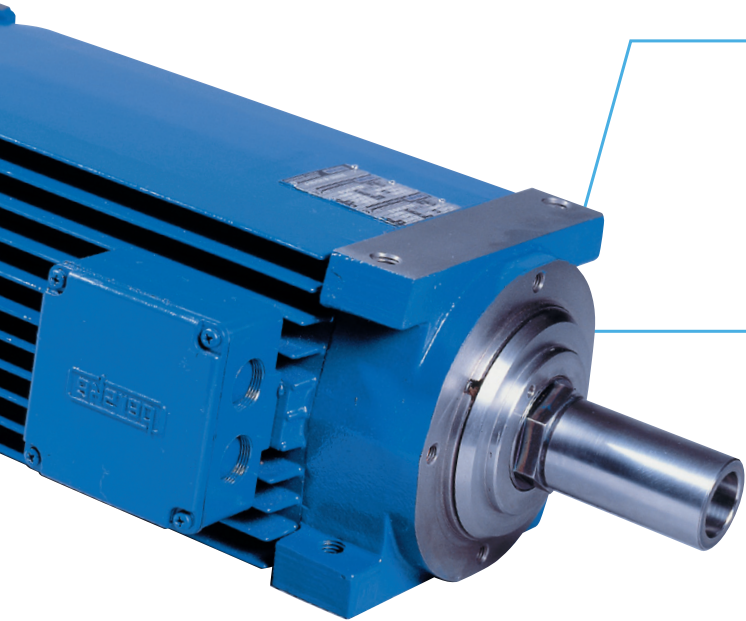


Founded in 1983 near Venice, Italy, TUDERTECHNICA is a leading European brand of high-quality rigid mandrel hose.

Since that time, TUDERTECHNICA has served the needs of clients around the world by developing a complete line of hoses for a wide variety of industries, including the beverage, cosmetics, pharmaceutical, and petroleum sectors. In fact, it's the transfer hose chosen by more than 2,000 European wineries.

Built from the core out on a proprietary rigid mandrel frame, TUDERTECHNICA hoses incorporate liners, plies, and covers chosen specifically for each individual application. A true solutions provider known for its engineering expertise, TUDERTECHNICA can develop custom products for the most challenging applications.





In 1974, Perske chose CRP as the exclusive North American sales and service partner for the complete line of high-speed electric motors from Walter Perske GmbH. Perske is the undisputed leader in the development and production of high-speed, high-precision electric motors used for shaping, routing, drilling, and sawing of wood, plastics, metal, glass, stone, and composites.

Known around the world for quality and reliability, Perske motors fit perfectly in the CRP brand lineup.

CRP maintains a large selection of standard and non-standard Perske motor designs with various tool-holding options in a wide range of HP & RPM requirements. CRP has an ISO 9001:2008 certified state-of-the-art repair facility staffed with factory-trained technicians to guarantee superior service even after the sale.

As a Perske partner for more than 40 years, CRP continually strives to deliver these motors to our clients faster and more cost effectively than ever with improved order processing and a deep inventory of ready-to-ship products.





Our headquarters, in a nutshell.



Our state-of-the-art distribution facility in Cranbury, New Jersey is the operational cornerstone for supporting our growth goals. The facility's efficiencies and capabilities allow us to continue to deliver the high level of service our customers have come to expect from CRP.

Our headquarters includes 93,000 square feet (8,640 square meters) of warehouse as well as 15,000 square feet (1,394 square meters) of "Class A" office space spread out over two floors. Virtually every aspect of the building was designed to optimize our sales and support teams; with a premium placed on enhanced ergonomics, efficiency, and inter-team communication.

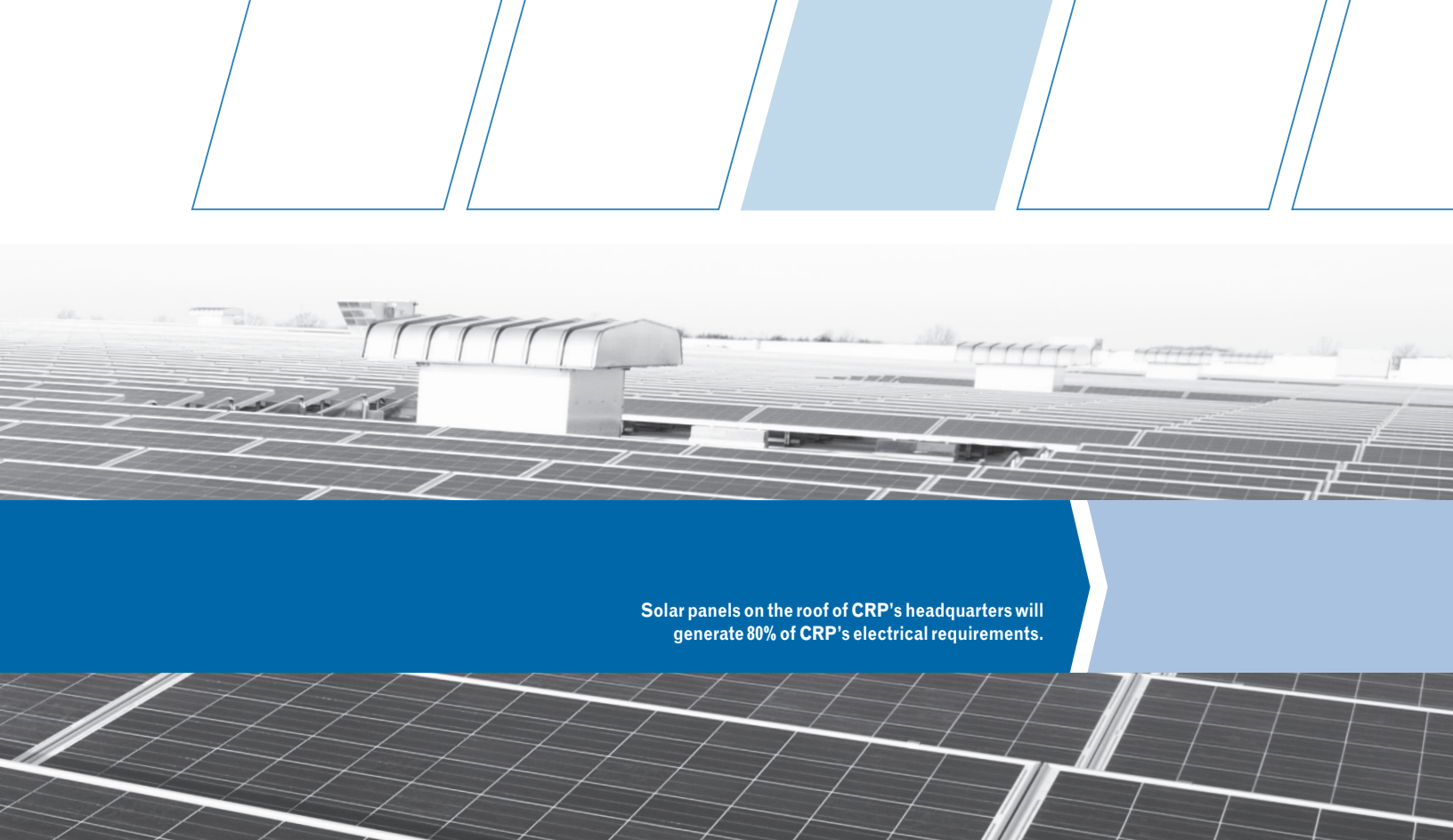
We also took our carbon footprint into consideration in the design of this facility. We installed a motion-sensor controlled lighting system that contributes to reduced energy costs. Our computer servers were selected for their energy efficiency. And up on our roof you'll find an array of solar panels. What's more, the roof itself is

painted white to reflect light, which aids in keeping the warehouse cool without using air conditioning.

Our sensitivity to minimizing CRP's impact on the environment continues with our complete recycling program: every bit of packing or office material that can be recycled is recycled.

This commitment to being "green" is even evident in our warehouse. Here, instead of customer orders being printed out on paper, we use radio-frequency devices that send the order directly to an order picker's picking gun. It tells them what to pick, where it is located, the quantity — even any special handling instructions. This technology not only reduces paper waste but it also allows us to route customer orders to pickers instantly for faster turnaround times.

The warehouse facility at our Cranbury headquarters also represents a dramatic leap forward in capacity and



Solar panels on the roof of CRP's headquarters will generate 80% of CRP's electrical requirements.

efficiency. For starters, there are roughly three times the number of pallet positions as in our previous warehouse — thanks to a ceiling height of 36 feet (11 meters) at the lowest point.

Windows that let in an abundance of natural light combined with a low-maintenance LED lighting system create a bright work environment, reducing fatigue and the chance for order picking errors. The system — which is used in both the warehouse and the office areas — provides a 60% power savings and close to a 70% reduction in our carbon dioxide emissions.

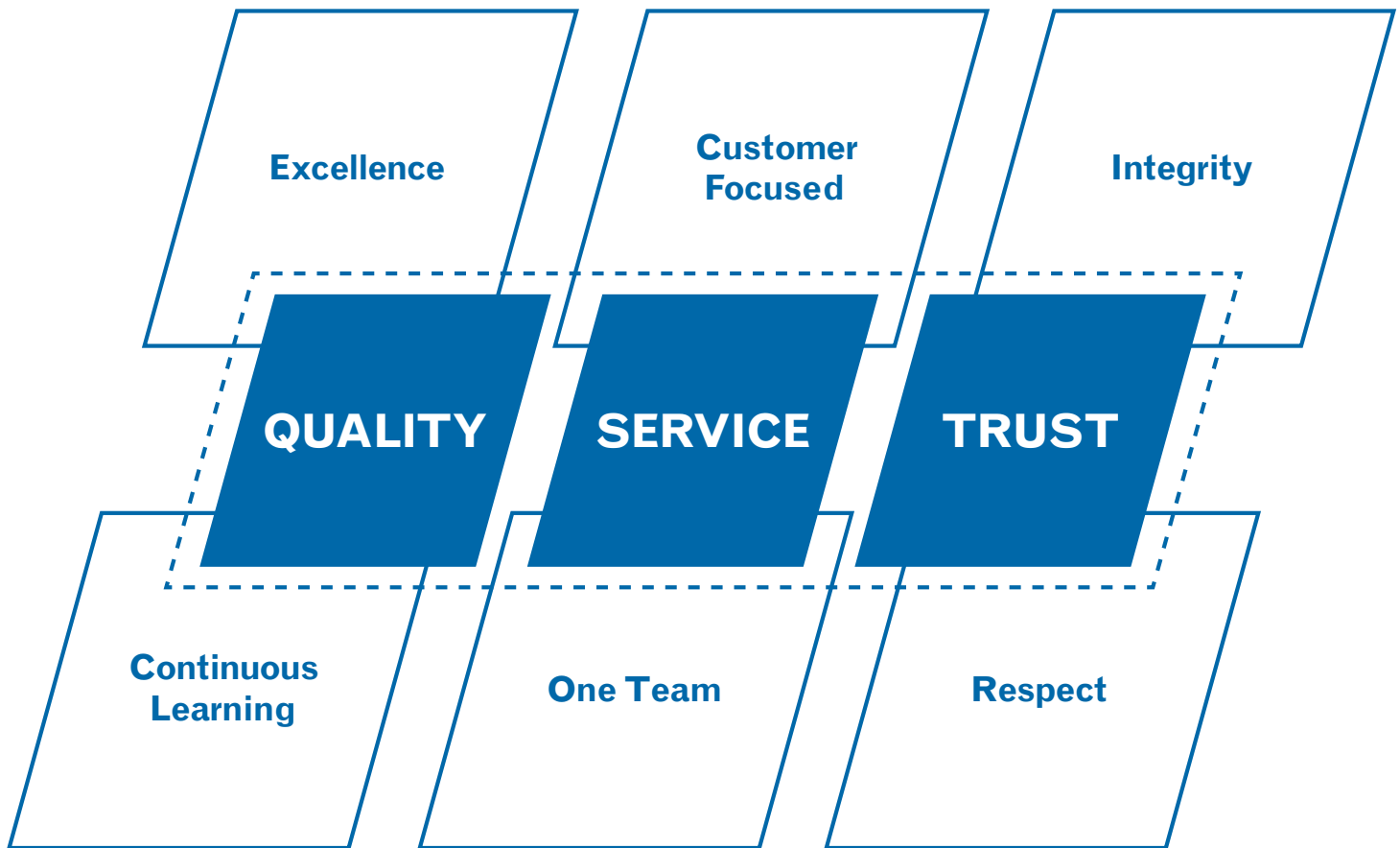
And special “speed-rack” shelving close to the 14 shipping and receiving doors dedicated to our automotive fluid products minimizes put-away time and improves order picking efficiency. These racks also feature an enhanced fire suppression system.

Our Cranbury facility also provides an enormous potential for increased efficiencies on both inbound and outbound sides. In fact, we estimate that one picker can now handle an order in 24 hours that would have normally taken two people up to 48 hours to finish.

Strategically located in Tabor City, North Carolina, the 125,000 square foot (11,613 square meter) AAE manufacturing site incorporates the customer support center, and distribution facilities — as well as R&D and manufacturing. AAE employs a version of the Toyota Production System (often called “just in time production”) for integration of assembly line and cell manufacturing processes. This results not only in efficiency at even small volumes, but also an industry-leading fill rate.

As you can see, a lot has happened at CRP in the last 60-plus years, and as we continue to grow, we believe the best part is yet to be written.

Our Values



■ = CORE VALUES

□ = EXPANDED VALUES



Our Calling:

“To build a sustainable community where people and machines perform at their best.”





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