



S. FINCS



**you know what, nowadays there is not more sustainability
in this genetic companys like china or india**

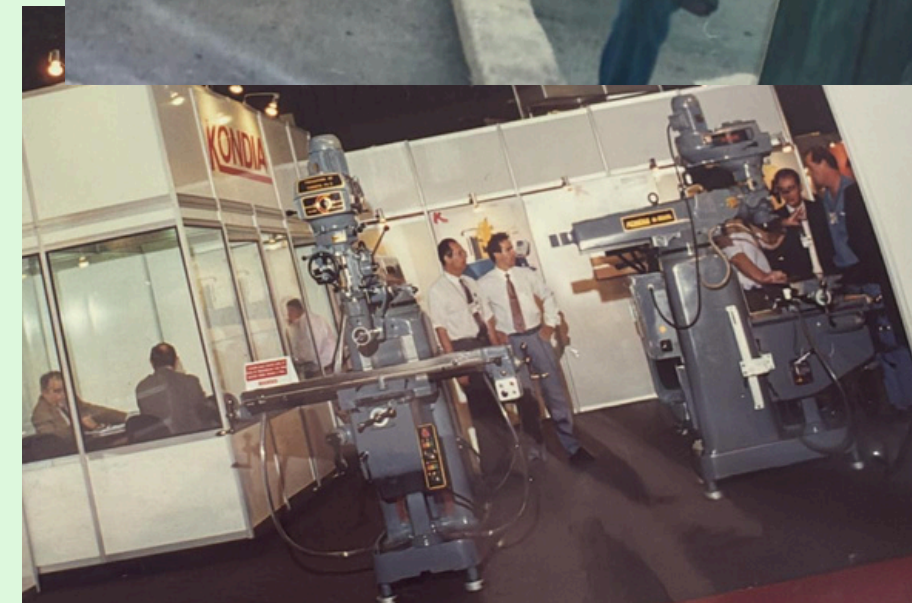


Family Business

- Founded in 1967 by Ramon Canela
- Today run by his children Alex and Silvia Canela

History

- Founder worked at a small business
- noticed the old machines of his colleagues and wanted to significantly improve
- started developing better solutions
- improving machine quality and efficiency
- continued to research and develop machines



What makes Canela sustainable?

“The most sustainable tool is the one that lasts”

- High quality
- Less waste
- Better precision

Everything made in-house

- No outside suppliers
- Less transport
- Full control

- Supporting wind power
- Tools for wind turbines
- Helping green energy
- Future focused



Values

- High quality
- Focus on efficiency and reliability
- Interested in sustainable and local production

Pain Points

- No fully trust in generic, massmarket companies
- Expects quality products at a fair and reasonable price

Motivation to choose Canela

- Durable, trustworthy products
- Fair prices for good quality
- Reliable supplier
- Sustainable manufacturing solutions

Target Audience



Lars - Production Manager

45 year old production manager working in a medium sized manufacturing company. Responsible for buying reliable machine parts and maintaining efficiency production processes

CORE STORY

- Metallurgical Industry

- They really are sustainable, but how?



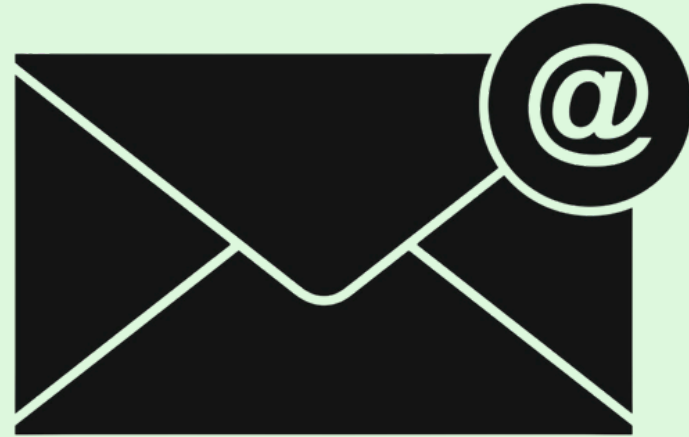
- Good quality product and long-lasting

- Electric applications

- Less production of Co2

CANELA TOOLS ARE SUSTAINABLE BUT THEY DON'T SHOW IT.

Our Channels

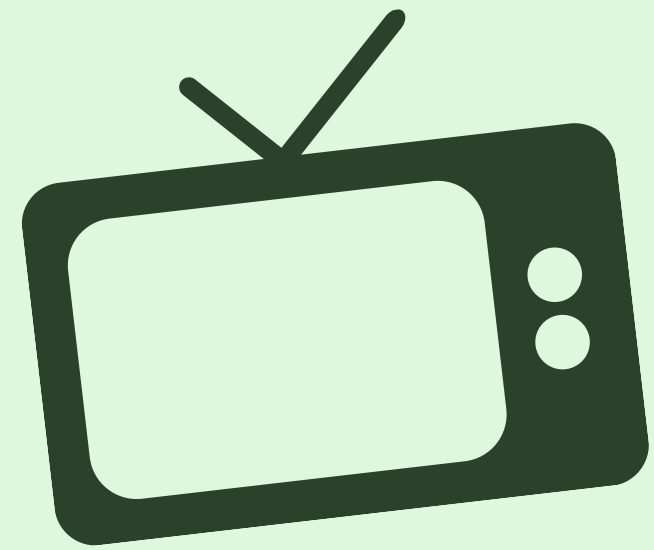


E-Mail
Packaging

CANELA
Website



LinkedIn
Instagram
Social Media



Recommendations



- Recycled materials for packaging
- Same quality
- Tools that last longer



- Show their sustainability



- Social Impact
- Post about sustainability
- How customers see the company



The most SUSTAINABLE tool is the one that lasts.

