

XCELL[®]

AUTOMOTIVE EXCELLENCE

Proudly made in NZ!

POWERED BY

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GROUP

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CAR CARE

WHY OUR PRODUCTS

Cars are not just a means of transport. They carry memories, emotions, and sometimes, the weight of our dreams. And that's why every product we supply ensures that your vehicle gets the love and care it truly deserves.

So, when you think automotive excellence, think XCELL. Dive into our extensive range of products and give your car the care it's been yearning for.

EXPERIENCE THE XCELL DIFFERENCE TODAY!

1 INNOVATION MEETS EXCELLENCE

Drawing inspiration from Europe's finest, XCELL brings unparalleled luxury to car care. Let your customers experience a continental touch in their journey.

2 DESIGNED FOR ALL

No jargon. No confusion. Whether a customer is an automotive rookie or a seasoned car enthusiast, our products resonate. Showcase a range that speaks everyone's language.

3 EVERYDAY SOLUTIONS FOR EVERYDAY CHALLENGES

Stains, smells, and stubborn dirt can derail a day. By offering XCELL's solutions, position your store as the go-to destination for vehicle first aid.



PRODUCT CATEGORIES



COOLANT 3

WATER 4

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ENGINE 9

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SOLVENT 10

COOLANT

99% CONCENTRATE

XCELL X99 range provides the ultimate in corrosion and anti-freeze protection using an advanced technology long life hybrid organic carboxylate corrosion inhibitor. This advanced technology product includes thermal conductivity additives and is recommended for use in severe climatic conditions.

- Provides antifreeze protection down to -15°C at 50% dilution
- Provides up to 5 years/250,000km (whichever occurs first) Corrosion Protection
- Suitable for most late model petrol and diesel vehicles



- 1L X99B-1
- 5L X99B-5
- 20L X99B-20
- 205L X99B-205

**XCELL X99 COOLANT - BLUE
99% CONCENTRATE**



- 1L X99G-1
- 5L X99G-5
- 20L X99G-20
- 205L X99G-205

**XCELL X99 COOLANT - GREEN
99% CONCENTRATE**



- 1L X99R-1
- 5L X99R-5
- 20L X99R-20
- 205L X99R-205

**XCELL X99 COOLANT - RED
99% CONCENTRATE**



- 1L X99O-1
- 5L X99O-5
- 20L X99O-20
- 205L X99O-205

**XCELL X99 COOLANT - ORANGE
99% CONCENTRATE**



- 1L X99P-1
- 5L X99P-5
- 20L X99P-20
- 205L X99P-205

**XCELL X99 COOLANT - PINK
99% CONCENTRATE**

COOLANT

HEAVY DUTY



20L

XHDG99-20

205L

XHDG99-205

**XCELL X99HD COOLANT
99% CONCENTRATE
HEAVY DUTY | GREEN**



20L

X50HDG-20

205L

X50HDG-205

**XCELL X50HD COOLANT
50% READY TO USE |
HEAVY DUTY | GREEN**

Provides 480,000km/6000 hours corrosion protection in Diesel engines. Specifically designed for heavy diesel application. Provides Anti-freeze protection down to -37°C and anti-boil up to 32°C at 50% dilution. Premixed and ready to use, silicate, phosphate and amine free. Xcell heavy Duty Premix has been developed for New Zealand conditions.

READY TO USE



5L

X30G-5

20L

X30G-20

205L

X30G-205

**XCELL X30 COOLANT
30% READY TO USE | GREEN**

A Premixed Type A OAT coolant that provides enhanced anti-freeze, anti-boil and anti corrosion protection. It uses an advanced technology long life hybrid organic carboxylate corrosion inhibitor and specialist thermal conductivity additives to achieve years of worry free motoring. Recommended for use in passenger vehicles and light trucks. Ready to pour straight in to radiators. Provides antifreeze protection down to -15°C.

60% CONCENTRATE



1L

X60G-1

20L

X60G-20

205L

X60G-205

**XCELL X60 COOLANT
60% CONCENTRATE | GREEN**

A Concentrated Type A HOAT that provides enhanced anti-freeze, anti-boil and anti corrosion protection. It uses an advanced technology long life hybrid organic carboxylate corrosion inhibitor and specialist thermal conductivity additives to achieve years of worry free motoring. Recommended for use in passenger vehicles and light trucks. Ready for extreme conditions or dilute to suit your requirements. Provides antifreeze protection down to -15°C at 50% dilution.

WATER



**XCELL DEMINERALISED
WATER**

A high quality, low PPM demineralised water that is suitable for:

- Topping up lead acid batteries
- Mixing with quality antifreeze coolants to maximise corrosion protection in radiator cooling systems

2L

XDM-2

5L

XDM-5

20L

XDM-20

205L

XDM-205

WORKSHOP



20L
XWFC-20

205L
XWFC-205

XCELL WORKSHOP FLOOR CLEANER

A concentrated water based formulation that has been specifically designed to penetrate and break down soil, grease, and grime off workshop floors.



5L
XBPC-5

20L
XBPC-20

205L
XBPC-205

XCELL BRAKE & PARTS CLEANER

Formulated to remove brake fluid and brake contaminants off vehicle braking systems by penetrating stubborn soils and fluids to leave a clean residue free finish.



500ML
XGP-500

20L
XGP-20

205L
XGP-205

XCELL GENERAL PURPOSE CLEANER

Designed using new technology cleaning agents to simply spray on and wipe off, leaving surfaces clean and non greasy. Suitable for all types of hard surfaces including vinyl, painted surfaces, stainless steel, and plastics. This powerful new formulation removes grease, grime and food spills with ease.



5L
XPWSNF-5

20L
XPWSNF-20

205L
XPWSNF-205

XCELL NON FLAMMABLE PARTS WASH

Formulated to be used in parts washing baths systems. It can also be used manually with a tray and brush. Easily removes oil and soil from housing, assemblies, gearboxes, differentials, engines and any application that requires a clean non-greasy surface finish.



5L
XPWS-5

20L
XPWS-20

205L
XPWS-205

XCELL PARTS WASHING SOLVENT

A concentrated formula that easily removes oil and soil from housings, assemblies, gearboxes, differentials, engines and any applications requiring a clean non-greasy surface finish.

WORKSHOP



- 5L
XRID-5
- 20L
XRID-20
- 205L
XRID-205

XCELL RIP-IT BRUSH ON DEGREASER

A multi-purpose cleaner/degreaser. Its biodegradable broad spectrum disinfectant makes it suitable for all workshop cleaning applications from heavy grease removal to spray & wipe. Rip-It is a thicker consistency so works well on stubborn grease where you can let it sit and soak.



- 5L
XSD-5
- 20L
XSD-20
- 205L
XSD-205

XCELL SOLVENT DEGREASER

A heavy duty emulsifiable solvent formulation for targeted degreasing of oils, grease, engine bays, trucks, chassis and any application requiring a heavy duty solvent degreaser.



- 5L
XWUD-5
- 20L
XWUD-20
- 205L
XWUD-205

XCELL WATERBASED UNIVERSAL DEGREASER

A multi-purpose waterbased degreaser which can be used for all workshop degreasing applications from heavy grease removal to a spray & wipe. It is biodegradable and contains a broad spectrum disinfectant.

XCELL GRITI HAND CLEANER BUCKET

A medium strength, citrus based hand cleaner with fine pumic grit. This light green gel is recommended for general mechanical work and its fine grit is less irritating in cuts and scratches. Griti leaves hands clean and soft with a pleasant citrus smell and can be used with or without water.

- 20L
XG-20



XCELL PENETRATING OIL

- 20L
XPEN-20

A multipurpose lubricant for the servicing, repair and maintenance of plant and equipment across all industries. Ideal for unfastening rusted joints, nuts, and bolts. It drives out moisture and lubricates joints and parts.

DETAILING



- 5L XTFW-5
- 20L XTFW-20
- 205L XTFW-205

XCELL TRUCK & FLEET WASH

Formulated for the heavy machinery industry. With a unique blend of detergents and surfactants to clean a wide variety of road grime and mould from trucks, diggers, buses, cars etc. Designed to be used through water blasters it is very free rinsing ensuring a streak free finish suitable for washing all your fleet, even truck curtains.



- 20L XSFVW-20

XCELL SNOW FOAM VEHICLE WASH

Formulated to generate a thick, long lasting foam that removes dirt and road grime with ease. The special blend of biodegradable detergents leaves the vehicle with a streak free shine and preserves waxes, sealants and paint finishes.



- 500ML XMW-500
- 750ML XMW-750
- 20L XMW-20

XCELL MAG & WHEEL CLEANER

XCELL Mag & Wheel Cleaner has been specially formulated to remove stubborn brake dust & road grime from car and truck wheels. This powerful spray-on wash-off formulation leaves wheels clean and grease free. Suitable for cleaning plastic hub caps, steel, alloy, and chrome wheels.



- 20L XQW-20

XCELL QUICK WAX

Designed to spray on and lightly buff off to leave a rich showroom shine. This formulation combines high quality carnuba wax and synthetic polymers that adhere to your paints surfaces providing durability and enhanced gloss for longer lasting protection.

XCELL WASH & WAX

A special blend of high quality detergents and wax designed to clean and shine the exterior of vehicles. The cleaning agents easily penetrate road grime and dirt leaving the vehicle sparkling clean, while the dual-blend wax leaves an impressive shine and protects paintwork from extreme weather conditions. Developed from the commercial car valet industry.

- 500ML XVWS-500
- 5L XVWS-5
- 20L XVWS-20
- 205L XVWS-205

DETAILING



- 5L XCVS-5
- 20L XCVS-20
- 205L XCVS-205

XCELL CAR VALET SILICONE

Formulated to enhance and protect automotive exterior trim. It gives tyres a glossy wet looking finish and give plastic bumper moulding, plastic parts etc a professional glossy shine. This "no compromise" formulation uses concentrated 1000cs silicone to last longer and covers porous surfaces better.



- 250ML XVP-250
- 5L XVPR-5
- 20L XVP-20

XCELL VINYL PROTECTANT

An advanced silicone emulsion that has been specially formulated to protect, shine and enhance vinyl, rubber and plastic surfaces. Suitable for use on dashboards, bumper, door panels, window trims, rubber door/window seals and a variety of other uses. XCELL vinyl protectant & restorer has a pleasant fragrance and will also help protect against UV damage.

500ML
XTS-500

20L
XTS-20

XCELL TYRE SHINE WITH TRIGGER SPRAY

Formulated to enhance and protect tyres and automotive trim. It can be used on tyres to give a glossy wet looking finish. This "no compromise" formulation uses concentrated 1000cs silicone to last longer and cover porous surfaces better.



XCELL VEHICLE INTERIOR SANITISER

20L
XVIS-20

An all-in-one air freshener fragrance, cleaner, and sanitiser. Its waterbased formulation kills germs and other disease causing pathogenic micro-organisms while also cleaning the surfaces it is applied to. XCELL vehicle sanitiser also includes a specially selected lemon fragrance that is both long lasting and odour neutralising.



XCELL ODOUR ELIMINATOR

20L
XOE-20

Formulated to trap and eliminate a wide variety of odours. Suitable for direct application onto a range of surfaces including carpet, fabric and vinyl. Odour eliminator is fast acting, long lasting, and leaves a pleasant tropical fragrance.

ENGINE



60ML
XDIC-060

500ML
XDIC-500

20L
XDIC-20

XCELL DIESEL INJECTOR CLEANER & BIOCID

Delivers high activity to clean injectors and promote improved fuel combustion by restoring the fuel injector spray pattern. Fuel injectors deteriorate over time due to poor quality fuel, waxes, biofouling etc. This reduce vehicle performance and fuel efficiency. XCELL Diesel Injector Cleaner & Biocide has a potent biocide formulation to control diesel bug in diesel fuel systems.

60ML
XPIC-060

500ML
XPIC-500

20L
XPIC-20



XCELL PETROL INJECTOR & CARBY CLEANER

A trade strength formulation with high activity to clean fuel injectors and carburetors. This promotes improved fuel combustion by restoring the fuel injector spray pattern and carburetor efficiency. Fuel injector spray patterns deteriorate over time due to poor quality fuels, waxes, biofouling etc.

500ML
XDB-500



XCELL DIESEL BIOCID

A high activity biocide engineered to kill diesel bug in fuel systems and storage tanks.

Kills bacteria that causes fuel contamination and filter blockages in diesel vehicles.

500ML
XEF-500

20L
XEF-20



XCELL ENGINE FLUSH

Cleans dirty engines, removing sludge and varnish. It cleans clogged oil screens and assists in freeing sticky rings and valves. Simply Add to your engines oil. Works great in both petrol and diesel engines.

500ML
XRG-500

20L
XRG-20



XCELL RADIATOR FLUSH

Formulated to remove rust and sludge build up in the cooling system to restore and ensure cooling system efficiency.

WINDSCREEN



- 500ML
XGC-500
- 5L
XGC-5L
- 20L
XGC-20

XCELL GLASS CLEANER

A highly concentrated formulation designed to easily clean dirt and grime off glass windows and mirrors leaving the glass sparkling and providing clear visibility.



- 60ML
XWA-060
- 500ML
XWA-500
- 5L
XWA-5
- 20L
XWA-20

XCELL WINDSCREEN WASHER CONCENTRATE

A very concentrated formulation designed to easily breakdown and remove grime and bugs off windscreens leaving clear visibility.



- 5L
XWVRTU-5
- 20L
XWVRTU-20

XCELL WINDSCREEN WASHER FLUID READY TO USE

A Ready to Use windscreen cleaner with grease cutting agents that provides a clean and streak free windscreen. Pour straight in to your water reservoir.

SOLVENT



- 1L
XMT-1
- 5L
XMT-5
- 20L
XMT-20
- 205L
XMT-200

XCELL MINERAL TURPENTINE

WHY USE IT?

- Cleaning brushes & rollers used with oil based paints
- Thinning oil based paints
- Removing tar & bitumen from painted surfaces
- A degreasing solvent for automotive & engineering workshops



- 1L
XK-1
- 5L
XK-5
- 20L
XK-20
- 205L
XK-200

XCELL KEROSENE

WHY USE IT?

- Heating fuel
- Lighting fuel
- Workshop cleaning



- 1L
XMS-1L
- 5L
XMS-5L
- 20L
XMS-20
- 205L
XMS-200

XCELL METHYLATED SPIRITS

WHY USE IT?

- A clean burning fuel
- Cleaning glass
- Removing ink

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