



**TECHNICAL BRANDS**  
— UK & IRELAND —



### **Customer Notice: Autobrite Direct Returns Across the UK & Ireland**

Technical Brands UK & Ireland Limited confirms that it has acquired the intellectual property rights (IP), trademarks, formulations, and associated brand assets of Autobrite Direct and will now operate the brand as:

#### **Technical Brands UK & Ireland Limited Trading as Autobrite Direct**

This is not simply the acquisition of a name.

This is the reinstatement of the original Autobrite Direct product range - including previous long-standing and original formulations, the long-established manufacturing partner, and the product standards the market historically relied upon.

The acquisition was completed through a formal IP purchase process following the insolvency of the previous operating company.

#### **Important Clarification**

Technical Brands (including AD Ireland) was never part of the previous Autobrite Direct Limited operating company. We were an independent reseller, authorised to use the Autobrite Direct name in Ireland, but we had no ownership stake, management involvement, or association with the previous company or its directors.

We were a reseller - nothing more.

The acquisition we have completed is a purchase of brand IP and assets only.

We have not purchased the previous operating company.

There is no association between Technical Brands UK & Ireland Limited and the former operator.

#### **Why This Has Happened**

For the past 8 years, we have built our business supporting Autobrite Direct customers across Ireland - retail, trade, and detailing professionals.

Through no fault of our own, the disruption of the previous operator placed our business in a position where we were facing:

- Severe supply instability
- Inconsistent product quality
- Risk to staff employment
- The real possibility of having to let valued team members go
- We were left vulnerable.

Rather than allow that to happen, we have taken the responsible step of acquiring the IP to secure continuity - for our team, our customers, and the detailing community.

We hope customers understand that we are working to protect jobs, restore consistency, and rebuild a brand many people genuinely care about.

We now ask for your support as we rebuild Autobrite Direct properly, as a small family run business, back to the brand you knew and loved.

### **What This Means Going Forward**

This is not a cosmetic relaunch.

It is a restoration of:

- The previous long-standing and original formulations
- The long-established and trusted manufacturer (manufacturing the range for over 10 years)
- Full quality control procedures
- Regulatory compliance to current UK, EU & global standards
- Product consistency

Customers are already aware that quality and consistency declined in recent years. We will not avoid that reality and prior to this acquisition, manufacturing arrangements changed over time.

Going forward:

- Products will be manufactured exclusively to our exact specifications
- No other company will have access to our formulations
- The original supplier relationship has been reinstated
- An exclusive supply agreement is in place

Any company claiming to sell “the same formula or product” without authorisation is misrepresenting its position.

### **Range & Innovation**

We are restoring all key legacy lines first.

In addition:

- We will be introducing new and improved products
- New technologies / products that were not realised during the last 12–24 months - when manufacturing support from the key supplier was absent - will be brought to market to strengthen the range
- Improvements will focus on performance, consistency, and professional usability

The goal is simple:

Restore what worked.

Improve what can be better.

Support the trade properly.

### **Previous Orders, Loyalty Points & Historic Matters**

We were a reseller only.

We did not control:

- The previous company's order systems
- Payment systems
- Loyalty schemes (including Loyalty Points)
- Customer databases
- Refund processes

We have not assumed any historic liabilities, creditor matters, or obligations of the former operator.

We are unable to:

- Fulfil historic orders
- Amend previous transactions
- Honour legacy points schemes
- Issue refunds relating to prior purchases

Customers with historic issues must contact their payment provider. We genuinely regret that the previous operator's customers were placed in that position. We understand the frustration. Unfortunately, those obligations were never ours to fulfil.

### **Website Status & How to Purchase**

The official website ([autobritedirect.co.uk](http://autobritedirect.co.uk)) is currently being obtained and rebuilt.

While this is being completed:

- Please message us directly for current reseller channels.
- Distribution enquiries should be sent to:  
[info@autobritedirect.co.uk](mailto:info@autobritedirect.co.uk)
- Export (rest of the world) distribution enquiries should be sent to:  
[export@autobritedirect.co.uk](mailto:export@autobritedirect.co.uk)

## **UK & Ireland Supply Channels**

We are establishing structured distribution across both the UK and Ireland.

Initial Supply:

- Technical Brands can ship nationwide (UK) directly in the short term.
- This is an interim solution while formal nationwide distributors are established.
- This is not intended to be a long-term direct model.

We are actively:

- Reinstating authorised distributors
- Establishing official shops / walk-in retail stockists
- Supporting detailing meets and trade events through partners
- Building stable UK-wide coverage

An official authorised distributor list will be published as soon as the website relaunch is complete.

## **Authenticity, Passing Off & Legal Protection**

The Autobrite Direct brand, product names, and formulations are protected by trademark and IP law.

Only Technical Brands UK & Ireland Limited (trading as Autobrite Direct) holds:

- The rights to the brand
- The previous long-standing and original formulations
- The authorised manufacturing agreements

There may be products in the market using similar claims or heritage references, however, no other company - newly formed or otherwise - is authorised to market products under Autobrite Direct names without our written permission.

Any party:

- Misrepresenting affiliation
- Claiming access to previous long-standing and original formulations
- Passing off products as Autobrite Direct
- Using confusingly similar branding or product names

will be investigated and legal proceedings will be pursued where appropriate.

We will protect the brand properly and fully.

This is not about dispute or conflict - it is about securing continuity and protecting the future of our business and customers.

## **Trade & Distribution Enquiries**

Retailers, detailers and distributors wishing to stock Autobrite Direct should contact:

**info@autobritedirect.co.uk**

Nationwide partnerships are currently being established.

## **Official Channels**

Website:

[www.autobritedirect.co.uk](http://www.autobritedirect.co.uk)

Social Media:

**@autobritedirect** (Instagram / TikTok)

**@autobritedirectireland** (Facebook)

Our official Facebook and Instagram pages will display the blue verified badge to confirm authenticity as soon as possible (verification pending).

Any statements from unofficial pages, groups or third parties cannot be verified.

## **A Personal Note**

This has not been a casual business decision.

We built our business around supporting Autobrite Direct customers.

When supply instability and quality inconsistency placed our staff and customers at risk, we made the decision to step forward rather than step away.

We are restoring the brand properly - not just in name, but in formulation, manufacturing, consistency and accountability.

We ask for your support as we rebuild.

Alan Lockington

Owner

Technical Brands UK & Ireland Limited  
(Trading as Autobrite Direct)

## **Q&A**

### **Q1) Is this the same company as before?**

No. We acquired the brand IP and assets only. We did not purchase the previous operating company and have no association with it.

### **Q2) Were you part of the old Autobrite Direct?**

No. We were an independent reseller (AD Ireland), authorised to sell products. We had no ownership or operational control of the previous company.

### **Q3) Is this just the name?**

No. This includes the previous long-standing and original formulations, long-standing and trusted manufacturer and full supply chain records, and exclusive supply agreements.

### **Q4) Why did you acquire it?**

Supply instability and quality issues placed our business and staff at risk. We acquired the IP to secure continuity and protect our team and customers.

### **Q5) Will the quality improve?**

Yes. Products are returning to the original and long-standing manufacturing source with full quality control and regulatory compliance. Customers already aware of recent inconsistencies will see a clear difference.

### **Q6) Can anyone else sell the previous long-standing and original formulations?**

No. We hold exclusive supply rights. Any claims otherwise are incorrect and will be legally addressed.

### **Q7) What about my old order or Loyalty Points?**

We were a reseller only and have no control over prior systems, payments or loyalty schemes. We are not responsible for historic orders.

### **Q8) Where can I buy during the relaunch?**

Message us directly or email [info@autobritedirect.co.uk](mailto:info@autobritedirect.co.uk). Nationwide direct shipping is available short term while distributor channels are re-established.

### **Q9) Will there be new products?**

Yes. Key legacy lines are returning first, alongside new technologies and improved formulations that were not realised during the last 12–24 months.

### **Q10) How do I verify official information?**

Only trust @autobritedirect and the upcoming [autobritedirect.co.uk](http://autobritedirect.co.uk) website.

### **Q11) If previous directors are involved in another company, does that make it Autobrite Direct?**

No. Brand ownership is determined by legal IP and trademark rights. Technical Brands UK & Ireland Limited is the lawful owner of the Autobrite Direct brand and associated IP.