



BULLET





BULLET

Lamborghini Design



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INTRODUCTION

A silver Bullet L-001 car care spray bottle with a black trigger and a Mercedes-Benz logo on the trigger. The bottle is resting on a car's surface, and the background shows the car's body panels and some reflections.

BULLET NEVER SLEEPS

Over the past eight years, we have continuously advanced to deliver better products and experiences, driven by customer support and genuine feedback. The trust and expectations built along the way have fueled the development of innovative car care solutions, setting new standards in the industry.

Yet, we do not remain satisfied with today's achievements. Building on past success, we continue to push boundaries, raising the quality and value of car care to the next level. Through ongoing research and testing, we advance our technology while upholding our product philosophy of prioritizing customer safety and satisfaction.

Looking ahead, we aim to grow into a brand recognized not only in Korea but across the global market, delivering world-class quality and service to car owners and detailing professionals worldwide. On this journey, we stand alongside our customers as a trusted partner.

OUR FORMULA OUR PRODUCTION

The strength of our brand lies in having full control over the entire production process. Through our dedicated factory, we meticulously manage every stage from formulation to completion, ensuring the highest production standards.

From research and development to bottling and packaging, every chemical is carefully handled to create products that meet the expectations of even the most demanding owners.

In addition, our in-house logistics system guarantees smooth nationwide delivery, supported by a thorough management system that preserves product quality until it reaches our customers.





BULLITT
PERFORMANCE LIQUID WAX
L-001

The original since 1950
Bullet-proof during
Chemically resistant

Made in Korea, 300ml / 10.1oz



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A close-up, black and white photograph of a car's front wheel and tire, showing the tread pattern and the wheel rim. The image is positioned on the left side of the page, partially cut off by the edge.

OUR LEGACY

In 2019, BULLET was first introduced as an SiO₂ quick detailer that cured within five minutes, quickly gaining popularity. As one of our early flagship products, BULLET played a key role in establishing the brand name and securing its position in the market.

Later, the “BULLET TIGER,” released as a special Liberation Day edition, received an unexpectedly strong response and was rated even higher than the original. This success led to its transition into a regular product. From then on, BULLET expanded into a series known for high performance and easy application, accessible to all.

With products such as RAIN BULLET, METAL BULLET, and BULLET BOOSTER, we experienced the market’s response firsthand and built the know-how to meet the diverse needs of both car owners and professionals.

In response to customer demand for more advanced coatings, BULLET was relaunched as a dedicated coating brand in July 2024.



L-001

PERFORMANCE LIQUID WAX



BULLET
PERFORMANCE LIQUID WAX

L-001

Bullet-speed curing
Extreme hydrophobicity
Tenacious endurance

Made in Korea_300ml / 10.1oz



THE BREAKTHROUGH

The first product of the BULLET brand, L-001, redefined the standard for liquid wax and achieved a record of 10,000 bottles sold within just one month of launch.

To this day, it continues to lead the liquid wax segment with uncompromising quality and innovation. Featuring extreme water repellency, it sheds water with ease, while its outstanding chemical resistance ensures exceptional durability. In addition, its unprecedented curing speed of just five seconds provides superior protection for vehicles.

Corrects paint
with deep shine

Cures in less
than 5 seconds

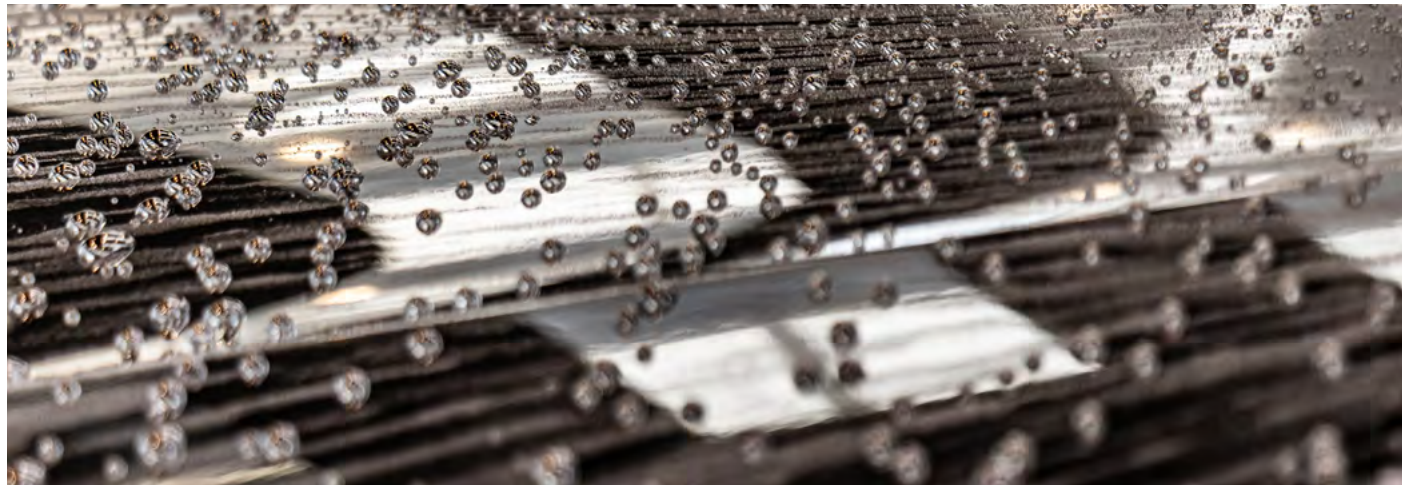
Instant
sheeting

Extreme
hydrophobicity

Chemically
resistant



* This is the score comparison chart for the Liquid Wax product line.



THE EQUILIBRIUM

For those seeking performance, convenience, and durability in one, L-002 is the optimal choice. As a well-balanced product in BULLET's liquid lineup, this wax delivers uncompromising quality.

L-002 is designed for easy application and a smooth user experience, delivering showroom-level gloss. Despite its simple use, it offers excellent durability and longevity, protecting the vehicle and preserving its shine over time.

Light, easy
workability

Glossy
show car shine

Smooth
slickness

Extreme
hydrophobicity

Balanced
performance



WORKABILITY



REPELLENCY



DURABILITY



GLOSSINESS



SLICKNESS



* This is the score comparison chart for the Liquid Wax product line.

L-002

BRILLANTE LIQUID WAX





L-003

SOLAMENTE LIQUID WAX

THE BOLDNESS

With the launch of L-001, focused purely on performance, and L-002, designed for balance, there came a need for something different at the opposite end. For those who believe detailing is not complete with performance alone, we stepped outside the box and developed L-003, a product defined by its exceptional slickness.

Extreme slickness

WORKABILITY

* This is the score comparison chart for the Liquid Wax product line.

THE VERSATILITY

The essence of a quick detailer lies in its name—"quick detailing." Q-001 delivers luxurious detailing anytime, anywhere, with just a few spare moments.

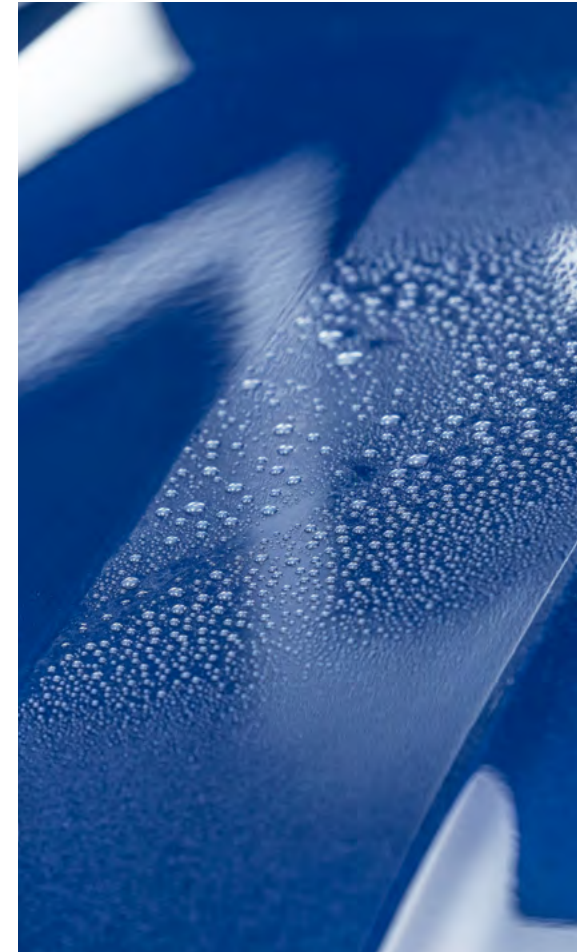
It breaks the conventional belief that water repellency must be sacrificed for ease of use, combining effortless application, extreme hydrophobicity, and brilliant gloss. Performing exceptionally well on its own, it also enables waterless cleaning in any location, making it the ideal maintenance solution for shorter wash cycles.

Easy application
with no residue

Cleaning and
coating at
the same time

Instantly
restores
brilliant gloss

Extreme
water-repellent
coating



WORKABILITY



REPELLENCY



DURABILITY



GLOSSINESS



SLICKNESS



* This is the score comparison chart for the Liquid Wax product line.



Q-001

STRADA QUICK DETAILER



I-001

INNERGLO INTERIOR COAT



BULLET
INNERGLO INTERIOR COAT

I-001

Cleaning & Moisturizing
Weather Resistant Coat
Restores Color

Made in Korea_500ml / 16.9oz



THE DIGNITY

True detailing is only complete when both the exterior and interior are cared for. To meet the needs of meticulous customers, BULLET, a professional coating brand, launched I-001—an interior-specific cleaner and coating solution.

I-001's highly concentrated formula penetrates even rough surfaces to enhance vivid, deep color. Our proprietary SealSkin technology instantly forms a protective layer that prevents wear and moisture loss while boosting durability.

It also creates a coating on materials such as leather and plastic to prevent contaminants from adhering, helping the interior stay cleaner for longer.

All-in-one
cleaner & coating
conditioner

Powerful
cleaning
performance

Restores
lost color
vibrancy

Forms a
protective coating
against stains
and abrasion



THE FUTURE



Building on the success of the BULLET brand, we have continuously set new benchmarks in the car care industry. In particular, our liquid waxes have been widely recognized for their outstanding performance, establishing the brand as a leader in innovation and quality.

But we do not stop here. With a constant drive for progress, we are expanding our lineup into ceramic coatings to deliver even stronger protection and a flawless finish. We are also developing a range of new products to broaden customer choice, which will be unveiled in the near future.



P-001 ***EXTERIOR PLASTIC TRIM COAT***

Effectively restores faded exterior plastic trims and while the hydrophobic coating repels contaminants and help prevent damage.

It enhances deep gloss to maintain a like-new appearance, while the cream-type formula ensures long-lasting durability and consistent performance over time.



G-001

WATER REPELLENT WINDSHIELD COAT

BULLET G-001 SUPERVELOCE is applied after removing oil film and cleaning the surface. Its durable hydrophobic layer repels raindrops and contaminants, keeping visibility clear for longer.

It withstands wiper friction, acid rain, insect remains, bird droppings, and other harsh elements, ensuring safer driving.

TWO-PART CERAMIC COATING



SILVER-T (TOP)



SILVER-B (BASE)



TWO-PART CERAMIC COATING



GOLD-T (TOP)



GOLD-B (BASE)



ALL-IN-ONE CERAMIC COATING



* This is the score comparison chart for the Liquid Wax product line.

OUR SHOW STAYS ON THE ROAD

When a show car captures attention while standing still, BULLET delivers innovative, high-quality coatings that exceed expectations for every driver on the road.

We have grown with sincerity and dedication, continually researching and developing new products to meet the evolving needs of car owners worldwide. Our commitment to customer satisfaction and passion for innovation will remain the driving force behind our growth.

Thank you for choosing BULLET as your trusted partner.

BULLET



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