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FLUID

The Newsletter of **EXOL LUBRICANTS Ltd**

ISSUE 8 2018



NEW! EXOL BRANDING A 'GAME-CHANGER'

ALL NEW ISSUE OF FLUID FEATURING THE FOLLOWING:

FLEET INCREASES Next-gen Scania's arrive

FIRST GLIMPSE New Exol website

EXPORT SUCCESS Exporting to 40+ countries

News & Information from the **UK's Largest Independent Lubricants Blender**



NEW BRANDING AS SMALL PACK GROWS

Customers are already starting to see the new branding on a number of Exol ranges, many of which have been trademarked and have their own brand identity. The new look also includes a substantial product re-design of its one and five litre small pack range, which features new bottles and containers with Exol's logo embossed onto the packaging.

The re-branding launch will feature new product names, aimed at simplifying Exol's offering, including its Optima range and range of antifreeze products, which will be available under the new trademarked name Opticool™, plus its range of agricultural lubricants, which will now be introduced under the name Optifarm™.

The new Exol branding labels offer more information than ever before on approvals and specifications, along with the Exol guarantee that the product meets the quality of original equipment manufacturers (OEMs), providing peace of mind to customers.

With the transition from existing to new branding now underway, Exol's new identity has been hailed as a "game-changer", placing the Exol name amongst the very best in the world to give further confidence to both the distributor and end user.

"This re-branding exercise puts Exol Optima products and branding up there with the very best in the market"

Steve Dunn, Exol sales and marketing director, said: "This has been one of the largest branding exercises we have ever undertaken at Exol and is in response to the growth of our small pack product range. We have also taken the opportunity to produce a more retail-friendly label, offering clear product identification for customers.

"We are delighted with the response from customers and it puts Exol products and branding up there with the very best in the market."

A brand new product bulletin has been produced detailing new product names. See also centre pages.





EXOL HONoured AS BEST SUPPLIER

We have won 'Supplier of the Year' at this year's Alliance Automotive UK Trade Show in Liverpool, which took place in October.

The award, voted for by GROUPAUTO and UAN affiliates, comes as Exol celebrates what has proven to be an extremely successful 2018 to date for the company, following significant investment at its UK sites, expansion of its export offering and continued growth of its lubricants' brands to AAUK: TradeTEC, TruckTEC and EXOPRO.

Heavy investment by Exol now means that the company has the capability at its sites in Wednesbury and Rotherham to suitably load 20 and 40ft containers efficiently, ensuring no downtime in the delivery process.

The implementation of state-of-the-art racking at its production facility, alongside the introduction of new lab equipment and the addition of four Next Generation Scania delivery trucks to its extensive fleet, are just some of the other investments that have been made this year, all illustrating Exol's commitment to supporting customers more effectively than ever before.

The Exol team works with customers on technical training events, promoting the product quality to independent garages and offering advice and tips on the many issues garages face around correct oil selection.

A massive thank you to every UAN and GROUPAUTO affiliate that voted for Exol. The award is in recognition of the hard working Exol team that ensures we consistently provide a high-quality product and brand for motor factors and garages throughout the UK.

Award winners: Exol's Wayne Baker with AAUK's Michael Swan



EXOL ONLINE – VRM UPDATE AND ELECTRONIC TRADING

Exol's ever popular oil finder search tool has now been expanded to include commercial vehicle and agricultural applications. Simply enter the vehicle registration to find the appropriate oils for cars and vans, or use the all new text search function to find the details for commercial and agricultural vehicles.

Please see below a list of benefits:

- The new system adds lubricant data for HGVs, buses, coaches, and agricultural and construction equipment to the current selection of passenger cars and vans.
- For the new categories, a text search function has been implemented in addition to the "drop-down" menus, offering more ways to find the right oil.
- The brand-new data includes the very latest vehicle models,

ensuring that customers are given the most up-to-date information about the widest possible range of applications.

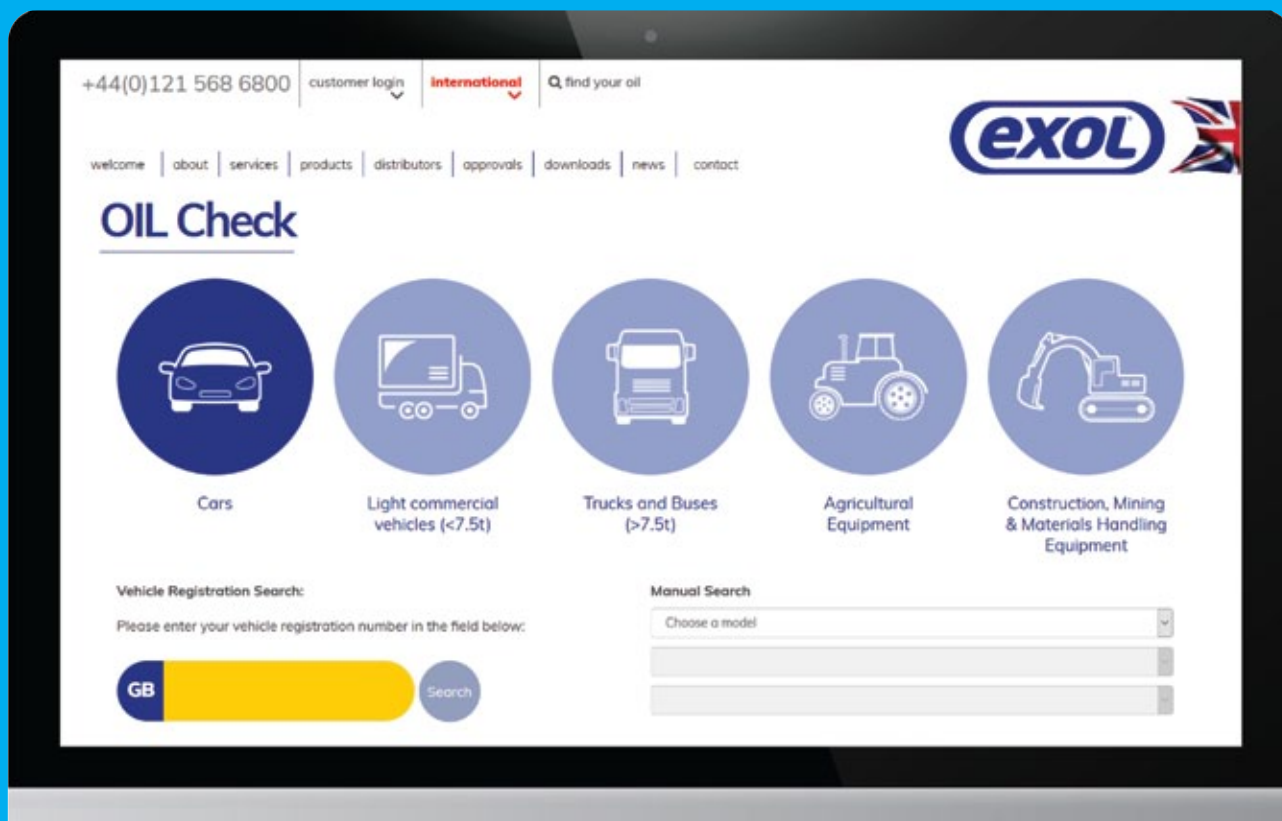
- Top-level search choices between categories are now made on the basis of large, clear icons, making the system quicker and easier to use (especially where the customer's first language is not English).

Meanwhile, our electronic trading with automotive aftermarket customers continues to evolve. Through PACT, the joint venture between eparts and TecCom, Exol is able to connect with more than 2000 buyer locations throughout the UK across a common trading platform.

This is another major investment in our business and enables automotive customers to connect and trade with Exol in a more efficient way than ever before.

NEW VRM FEATURES...

- Data for HGVs, buses, coaches, and agricultural and construction equipment
- Expanded lubricant data for passenger cars and vans
- New text search function / drop-down menus
- Includes the very latest vehicle models
- System quicker and easier to use





NEW SITE TO OFFER UNIQUE EXPERIENCE

We are delighted to announce more details of our upcoming new website at www.exol-lubricants.com

The new site meets the latest demand from search engines and is fully optimised and mobile responsive. The site has been designed, in part, to accurately list and display the vast amount of useful information on the Exol website in an easy-to-access format.

For example, the website features state of the art “sliding gates” which keeps relevant content closer to the user.

Enhanced features of the site include the popular VRM look up and an easy to navigate product selector, displaying the full Exol range for the various markets served.

A brand new news section will be incorporated as will a new marketing section to access the latest information and resources. The site will also be multi-lingual for our growing export customer base.

Finally, a new search tool has been created to allow for sector specific searches and allowing customers to focus on the correct product for their specific application.

“The new website is part of a wider investment and has been designed to accurately and clearly display the vast amount of useful data and information for customers to utilise”

Key site features:

- Responsive design
- Simplified navigational structure
- Easy access features
- Bespoke product selector
- Enhanced communication to Exol
- Multi-lingual for our growing export base
- VMG – Video Motion Graphics
- Improved latest news centre
- Media Centre – to access the latest Exol marketing literature and information
- Enhanced search system



ONE MILLION LITRES FOR CHEMODEX

Exol has awarded Chemodex a Certificate of Excellence for becoming the first distributor to hit one million litres of purchased Exol product within a calendar year.

The one million litre purchase award comes during a buoyant period of growth for the leading lubricants supplier, which has been reflected by the Nottinghamshire-based distributor embracing the full Exol range for the many industries it serves.

Due to a recent expansion of Chemodex's delivery fleet, as well as the recruitment of more staff to its sales team, distribution of its newly-acquired bulk stock can be handled effectively and efficiently, with an extensive fleet enabling Chemodex to work within a 48-hour delivery service window within a 100-mile radius of its Worksop depot, distributing the wide range of Exol lubricants and oils.

Matthew Armstrong, operations manager of Chemodex, said: "We're delighted to be recognised by Exol in such a way. The support we receive from the company is excellent, from sales to technical, and it's their quick decision making ability that enables us to take the Exol brand forward with confidence to our very diverse customer base."

The demand from Chemodex and indeed our general customer base has been fantastic and seems to reflect the current trend for our product in various sized orders, from drums to larger order quantities such as intermediate bulk pump offs.

Customers fully buy into our product and brand and want to purchase it from a trusted supplier like Exol, with the full technical support of our company and brand behind them.

"We're delighted to be recognised by Exol in such a way. The support we receive from the company is excellent, from sales to technical, and it's their quick decision making ability that enables us to take the brand forward with confidence"



EXOL VEHICLE FLEET INCREASES

Exol has added four new delivery vehicles to its extensive fleet, boasting enhanced coverage throughout the UK and an even greater delivery service to its growing customer base.

The company has recently acquired four additional “next generation” Scania G320 B6 x 2NA highline curtain trucks, specially fitted with pumping and metering equipment. The new trucks deliver five percent lower fuel consumption on average, helping Exol to maximise the company’s sustainability and profitability as it carries out its work.

Exol’s fleet of more than 20 vehicles – supplied for 24 years by vehicle partner Keltruck – comprises a mix of dual-purpose vehicles and large tanker trucks to transport both bulk and packaged Exol products.

- More than 20 vehicles in fleet
- Dual purpose vehicles
- In-built adaptive cruise control
- All vehicles owned by Exol Lubricants
- Five percent lower fuel consumption

OIL PUT THROUGH ITS PACES BY CIVIC

Racing driver Dave Buky has been using Exol oils during the current series of the Civic Cup Championship.

As one of the most renowned and well patronised clubman racing championships in the UK, the Civic Cup season also races at the iconic Silverstone track.

Dave Buky said: “I am delighted that Exol has chosen to support me throughout the season and I’m really looking forward to building our relationship together.”

“I am delighted that Exol has chosen to support me throughout the season and I’m really looking forward to building our relationship together”



IMPROVEMENTS MADE AT WEDNESBURY OPERATION

We've made a series of improvements at our Wednesbury-based production facility, aimed at streamlining site operations.

New racking installations and an FLT blue-spot safety feature have been introduced at our warehouse in Wednesbury, West Midlands, ensuring the highest health and safety requirements for operators, other employees and visitors on site.



Ideal for the storage of bulk goods, Exol's push back roller racking can provide up to a 75 percent increase in storage capacity when compared to conventional racking systems. The installation of the racking took 11 days to complete and the result is a 36-lane pallet racking system, feeding from load position to exit position. It adds an additional 300 pallet positions to the Wednesbury site.



This Pallet Live Installation System operates on a FIFO principle where pallets stored are pushed back into the racking by the next loaded pallet, and roll forward to the front when being picked, allowing for a smooth and easy pick and deposit system.

For the company's fork lift truck fleet, the blue-spot light has been introduced as it is known to be often better accepted and more effective compared to acoustic warning devices or conventional flashing beacons. The visual driving path warning device is fitted to the rear of fork lifts, to enhance safety both in trucking aisles as well as intersections between aisles and pedestrian walkways.

Also new is an additional 8-head Masterfil filling line due to unprecedented growth of Exol's small pack operation. The Adelphi Masterfil machine – added due to the success of its sister machine – is specially designed to offer flexibility of filling volumes, handling both low and high viscosity liquids. The machine's adjustable nozzles enable the fill of products with variable speed filling capacity.

Furthermore, there will be new LED lighting across the site, floor covering in the small-pack area, roller racking installation for packaging and a new air compressor. The site will also benefit from another new strong-arm filling machine for anti-freeze and the replacement of skylights in the small-pack and blending locations.

DISTRIBUTOR OF THE YEAR AWARDS EXPORT - UD PETROL

UD Petrol has won the prestigious Exol Export Distributor of the Year accolade for 2017. Sales & marketing director Steve Dunn and export sales manager Paul Eastwood handed the UD Petrol team their award at their base in Adana, Turkey.

Following extensive evaluation, UD Petrol in Turkey has been awarded Exol's Export Distributor of the Year accolade for 2017. Congratulations to Murad Hashas and the UD Petrol team for winning this highly competitive award.

UD Petrol has shared a long-term vision for the Exol brand which has been impressive, especially the loyalty shown by UD Petrol's customers towards the Exol brand in Turkey. This award is in recognition of all the people in Turkey who have championed our product. We believe that they have been sharing the success of switching to a quality British made product. The high-quality marketing that UD Petrol have



tirelessly promoted throughout Turkey has not gone unnoticed, which we appreciate greatly, therefore making them our number one choice to receive our first ever export award.

UK & IRELAND DISTRIBUTOR OF THE YEAR O'BRIEN OIL PRODUCTS



Exol Lubricants has awarded O'Brien Oil Products with the prestigious 'Exol Distributor of the Year' accolade for 2017. The company has been a proud Exol distributor for more than 22 years, operating out of Newport, County Tipperary.

Collecting the award from export sales manager Paul Eastwood, Jerry Moloney said: "I am delighted to win this award from Exol Lubricants. The technical support and service we receive is excellent and, in a very competitive industry, we are perfectly positioned to promote the brand in the many sectors we serve."

Paul Eastwood said: "A massive congratulations to O'Brien Oil Products on winning this closely contested award. The company has been a loyal partner for many years and we have grown together in this time."

EXPORT INTERVIEW NASSER HOUDROUGE, AFRICA OIL

Q. How did AFRICA OIL begin? What has changed since its launch and how has the market evolved?

“AFRICA OIL started following a discussion with my partner that deals with the distribution of petroleum products and is a supplier of lubricants from the UAE. Subsequently, we then felt the next necessary step was to promote Exol in an extremely competitive market. So far, the market has evolved favourably for us.”

Q. To get an overview of the Ivory Coast market, would you say it is quality, availability and price driven? Can you highlight your experience and subsequent success in each sector - automotive, industrial etc?

“The Ivorian market, although vast, is saturated, with all European and Middle Eastern brands being present, not to mention the major brands.

“We have tended to focus our business efforts on industrial and commercial vehicle oils, without neglecting other sectors of activity. I think this has influenced how successful we have been.”

Q. What sets you apart from your competitors? How has the Exol brand fitted into your business, and what factors helped you choose it. How do you promote it?

“We have a demanding customer base that required a European brand and as a result of our research, Exol came out on top. From our initial communication with the company, we were impressed by the responsiveness of its sales team. Exol has since naturally integrated into our company following the first orders and its lubricants range has been quickly taken up by our customers.

“Similarly, I would say what distinguishes us from our competitors is also our own responsiveness; one of our main priorities is to enable a quick turnaround with responses and ensure our customers’ needs are being efficiently met.

“We carried out research and Exol came out on top. We were impressed by the communication of its team and it has since naturally integrated into our company”

“What distinguishes us is our responsiveness; one of our main priorities is to enable a quick turnaround “

“The promotion of Exol is measured by our commercial effort to impose it in our market; by the brand’s undeniable quality and reasonable prices and through the regular distribution of branded merchandise, including shirts, keychains, pens, USB sticks, notebook covers etc and promotional material sent to our customers for their own display purposes.”

Q. What does the future hold for the business?

“We’re very optimistic for the future of our company because the market is vast, despite the fierce competition, and the Ivory Coast’s GDP is still growing. “



EXPORT DISTRIBUTORS STRENGTHEN THEIR BUSINESS WITH EXOL AL-AYAL BUREAU GENERAL TRADING

After great success with Iraqi oil and the power generation sector, Exol distributor Al-ayal Bureau General Trading is moving into automotive and commercial sectors and expects to see the same success.

Al-ayal Bureau General Trading was founded in the early nineties and has been a leading business in the region with offices in Baghdad &

Basra (Iraq) and also Dubai in the UAE. The company has over 100 employees.

In partnership with Exol Lubricants, the company has supplied the Iraqi oil and power generation sectors and is looking forward to a very bright future as the number one lubricants distributor in the region.



EXOL ALGERIA

After establishing a core range of high quality products into the market, Exol Algeria is now looking to move into other sectors such as motorcycle oils, where it has already seen excellent early sales.

The company continues to work tirelessly and through constant communication with Exol, looks forward to a very exciting year ahead as it looks to achieve a number of milestones.

APPROVED IN 40 COUNTRIES AND COUNTING...

We are delighted to announce that we have enhanced our approved export status, now increasing our export offering by supplying more than 40 countries worldwide.

Over a number of years now, Exol has successfully grown its export business throughout Africa, Asia, Europe and the Middle East, appointing strategic partners in various countries.

This latest approval extends our global coverage to Mexico, South Africa, Moldova, Serbia, South Korea and Ukraine, as well as to EFTA member states including Norway, Iceland and Switzerland, to name a few.



The entire Exol business is at the disposal of its export customers, from senior management to research and development to logistics. Exol works to a long-term set of objectives that integrates Exol firmly into a customer's business with the aim of supporting all aspects of it.

Alison Morris, Exol's export co-ordinator & sales analyst, said: "This latest approval status

is recognition of Exol's ongoing commitment to expanding its export customer base further in order to meet growing demand, particularly from automotive and commercial vehicle sectors. Suffice to say, we are delighted to see Exol's growth rewarded with this official status."

More information on Exol's export partners can be found on the Exol website....

OPTIMA™



SS 10W-40 SEMI SYNTHETIC Engine Oil

ACEA A3/B3, A3/B4, API SL/CF,
VW 502.00/505.00,
MB 229.1

M119S502	15 x 1L	M119D00	25L
M119S702	4 x 5L	M119B001	205L
M119D117	20L		



SS 5W-30 SEMI SYNTHETIC Engine Oil

ACEA A1/B1, API SL/CF,
Ford WSS-M2C913-B & -A,
BMW Longlife-01 FE, ILSAC GF-2

M113S503	15 x 1L	M113D00	25L
M113S703	4 x 5L	M113B001	205L
M113D117	20L		



C1 LSZ 5W-30 FULLY SYNTHETIC Low SAPS Engine Oil

ACEA C1, C2, Ford WSS-M2C934-B,
Jaguar Land Rover STJLR.03.5005

M413S540	15 x 1L	M413D00	25L
M413S768	4 x 5L	M413B001	205L
M413D117	20L		



C2 C3 LSGM 5W-30 FULLY SYNTHETIC Low SAPS Engine Oil

ACEA C2, C3, API SN, GM dexos2™
(Licence No. D20312HE169),
MB-Approval 229.52,
PSA B71 2290

M490S535	15 x 1L	M490D00	25L
M490S704	4 x 5L	M490B001	205L
M490D117	20L		



C3 LSV 5W-30 FULLY SYNTHETIC Low SAPS Engine Oil

ACEA C3, VW 504.00/507.00,
BMW Longlife-04, MB 229.51,
Porsche C30

M373S531	15 x 1L	M373D00	25L
M373S731	4 x 5L	M373B001	205L
M373D117	20L		



C3 LS 5W-30 FULLY SYNTHETIC Low SAPS Engine Oil

ACEA C3, API SN,
VW 504.00/507.00,
BMW Longlife-04, MB 229.51,
Porsche C30

M404S506	15 x 1L	M404D00	25L
M404S754	4 x 5L	M404B001	205L
M404D117	20L		



C2 LSH 0W-30 FULLY SYNTHETIC Low SAPS Engine Oil

ACEA C2, API SN/CF

M421S572	15 x 1L	M421D00	25L
M421S704	4 x 5L	M421B001	205L
M421D117	20L		



C2 LSF 0W-30 FULLY SYNTHETIC Low SAPS Engine Oil

ACEA C2, Ford WSS-M2C950-A,
Jaguar Land Rover STJLR 03.5007

M462S535	15 x 1L	M462D00	25L
M462S704	4 x 5L	M462B001	205L
M462D117	20L		



C2 LSC 0W-30 FULLY SYNTHETIC Low SAPS Engine Oil

ACEA C2, PSA B71 2312

M471S535	15 x 1L	M471D00	25L
M471S704	4 x 5L	M471B001	205L
M471D117	20L		



DX1 5W-30 FULLY SYNTHETIC Engine Oil

API SN Plus, SN,
GM dexos1™ Gen 2, ILSAC GF-5

M497S535	15 x 1L	M497D00	25L
M497S704	4 x 5L	M497B001	205L
M497D117	20L		



LONGLIFE 5W-30 FULLY SYNTHETIC Engine Oil

ACEA A3/B4, API SM/CF,
VW 502.00/505.00, MB 229.5,
GM LL-A-025, LL-B-025,
BMW Longlife-01, Longlife-98

M380S544	15 x 1L	M380D00	25L
M380S744	4 x 5L	M380B001	205L
M380D117	20L		



FS 5W-30 FULLY SYNTHETIC Engine Oil

ACEA A5/B5, A1/B1, API SL/CF,
Ford WSS-M2C913-B,
BMW Longlife-01 FE, ILSAC GF-2

M400S535	15 x 1L	M400D00	25L
M400S784	4 x 5L	M400B001	205L
M400D117	20L		

HIGH PERFORMANCE OILS

Quality Engine Oil, Manufacturer's Warranty Guaranteed



C2 LSP 5W-30

FULLY SYNTHETIC
Low SAPS Engine Oil

ACEA C2, API SN/CF,
PSA B71 2290, Renault RN0700,
Fiat 9.55535-S1

M397S535	15 x 1L	M397D00	25L
M397S766	4 x 5L	M397B001	205L
M397D117	20L		



C3 LSM 5W-30

FULLY SYNTHETIC
Low SAPS Engine Oil

ACEA C3, API SM/CF,
BMW Longlife-04, MB 229.31

M377S532	15 x 1L	M377D00	25L
M377S732	4 x 5L	M377B001	205L
M377D117	20L		



C3 LSG 5W-30

FULLY SYNTHETIC
Low SAPS Engine Oil

ACEA C3, API SN/CF, GM dexos2™,
MB 229.52, 229.51, 229.31, 226.5,
BMW Longlife-04, VW 502.00/505.01,
Renault RN0700, RN0710

M409S540	15 x 1L	M409D00	25L
M409S756	4 x 5L	M409B001	205L
M409D117	20L		



C3 LSX 5W-40

FULLY SYNTHETIC
Low SAPS Engine Oil

ACEA C3, API SN/CF, MB 229.51,
BMW Longlife-04, VW 502.00/505.01,
GM dexos2™, Ford WSS-M2C917-A,
Renault RN0700/RN0710,
Porsche A40, Fiat 9.55535-S2

M412S572	15 x 1L	M412D00	25L
M412S755	4 x 5L	M412B001	205L
M412D117	20L		



C4 LSR 5W-30

FULLY SYNTHETIC
Low SAPS Engine Oil

ACEA C4, Renault RN0720,
MB 226.51

M414S535	15 x 1L	M414D00	25L
M414S767	4 x 5L	M414B001	205L
M414D117	20L		



C5 VC 0W-20

FULLY SYNTHETIC
Low SAPS Engine Oil

ACEA C5, Volvo VCC RBS0-2AE

M472S572	15 x 1L	M472D00	25L
M472S704	4 x 5L	M472B001	205L
M472D117	20L		



FD 5W-30

FULLY SYNTHETIC
Fuel Economy Engine Oil

ACEA A5/B5, A1/B1, API SL/CF,
Ford WSS-M2C913-D, WSS-M2C913-C,
Jaguar Land Rover STJLR.03.5003,
Renault RN0700

M396S546	15 x 1L	M396D00	25L
M396S746	4 x 5L	M396B001	205L
M396D117	20L		



FE 5W-20

FULLY SYNTHETIC
EcoBoost Engine Oil

ACEA C5, API SN/CF, ILSAC GF-5,
Ford WSS-M2C948-B,
WSS-M2C925-B, Chrysler MS 6395,
Jaguar Land Rover STJLR.03.5004

M439S535	15 x 1L	M439D00	25L
M439S764	4 x 5L	M439B001	205L
M439D117	20L		



FS 0W-30

FULLY SYNTHETIC
Fuel Economy Engine Oil

ACEA A5/B5, A1/B1, API SL/CF,
VW 503.00, BMW Longlife-01 FE

M344S535	15 x 1L	M344D00	25L
M344S704	4 x 5L	M344B001	205L
M344D117	20L		



FS 5W-40

FULLY SYNTHETIC
Engine Oil

ACEA A3/B3, A3/B4, API SL/CF,
VW 502.00/505.00, MB 229.3,
GM LL-B-025, BMW Longlife-98,
Renault RN0700/RN0710, Porsche A40

M091S501	15 x 1L	M091D00	25L
M091S701	4 x 5L	M091B001	205L
M091D117	20L		



FS 0W-20

FULLY SYNTHETIC
Engine Oil

API SN, SN-RC, ILSAC GF-5

M455S535	15 x 1L	M455D00	25L
M455S704	4 x 5L	M455B001	205L
M455D117	20L		



SPORT 10W-60

FULLY SYNTHETIC
Engine Oil

ACEA A3/B3, A3/B4, API SN/CF

M482S535	15 x 1L	M482D00	25L
M482S704	4 x 5L	M482B001	205L
M482D117	20L		

WINTER IS COMING

Exol has announced the introduction of a new range of antifreeze products under the new trademarked name Opticool™.

There are six colours available in the newly-named Opticool™ range of automotive coolants, including Opticool Antifreeze HD Green, Opticool Antifreeze HDX Blue Green, Opticool Antifreeze Red, Opticool Antifreeze Blue, Opticool Antifreeze Universal Clear and Opticool Antifreeze SOAT Lilac.

Opticool Antifreeze Red and Antifreeze Red 50/50 pre-mix both meet the requirements of Volvo Coolant Specification (VCS) standard 418-0001, covering heavy duty and passenger vehicle applications. Opticool Antifreeze Blue is a universal engine coolant, suitable for all year-round usage in automotive and commercial petrol and diesel engines.

Manufactured from pure monoethylene glycol, anti-corrosion additives and inhibitors, it has been specially formulated to be truly universal in its application. It provides a high degree of corrosion protection for all engine cooling systems.

Exol's range of Opticool antifreezes utilise various additive chemistries from traditional inorganic to more modern Organic Acid Technology (OAT) and hybrid versions. These have been produced in response to the evolving technological development of cooling systems in modern vehicles, while ensuring long coolant operational life.

Old name

Antifreeze HD
Antifreeze HDX
Antifreeze LL
Antifreeze MEG
Antifreeze OAT Universal (Clear)
Antifreeze SOAT

New name

Opticool Antifreeze HD Green
Opticool Antifreeze HDX Blue Green
Opticool Antifreeze Red
Opticool Antifreeze Blue
Opticool Antifreeze Universal Clear
Opticool Antifreeze SOAT Lilac

TOP TIPS ON ANTIFREEZE!

Antifreeze plays a vital role in maintaining maximum engine performance, with a significant number of engine failures attributed in some way to engine cooling problems.

Tip #1: Colour may not be the whole story when it comes to identifying the correct product to use.

What really matters is the specification or type of product the vehicle OEM recommends, and the top-up or refill product should match this.

Tip #2: Does the vehicle require a top-up or is it time to change the fluid completely? Just like engine oil, antifreeze has a drain interval after which it can't maintain engine protection and prevent system corrosion.

Tip #3: Is the product you're buying neat or ready-for-use? Neat antifreeze needs to be diluted with water before use. Ready-for-use antifreeze should be used as supplied.

Tip #4: Always use deionised water to dilute antifreeze whenever possible. The deionising process removes minerals like calcium that are present in tap water, preventing any build-up inside the cooling system.

Tip #5: Concentration is important. If the mixture is too weak then freezing point and corrosion protection will be compromised. If it's too strong then it won't be as effective at cooling. If in doubt, always aim for a 50/50 mix between neat antifreeze and water.

Tip #6: What do the various colours mean? Unlike the dull yellows, ambers and browns of lubricant oils, automotive antifreezes are available in, quite literally, every colour of the rainbow. However, these colours are all just dyes, added to the product so that it's obvious and easily visible in an engine cooling system.

Tip #7: Where can I get further guidance? Exol provides an antifreeze application chart to ensure that you get the right product for your application.



EURO EMISSIONS STANDARDS - WHAT DO THEY MEAN FOR LUBRICANTS?



Introduced in the early nineties, the Euro emission standards place limits on some of the compounds that can be released in vehicle exhaust gases. They have had a profound effect on the way engine oils are specified and formulated...

For nearly 25 years, all new passenger cars, vans and HGVs sold in the EU and EEA have been subject to increasingly strict standards on what can be released in exhaust fumes - commonly referred to as the "Euro" rating of a vehicle. Since the introduction of the Euro V standard in 2008 for HGVs, and Euro 5 in 2009 for passenger cars and vans, the use of special technologies to control emissions has been all but mandatory in order to keep up with the demands of the legislation.

Widespread introduction

Euro 5/V represented a large jump in difficulty when compared to the earlier versions, and this was reflected in the widespread introduction of SCR (selective catalytic reduction, "AdBlue"), EGR (exhaust gas recirculation), TWC (three-way catalyst), and DPFs (diesel particulate filters). These systems can work alone, but since the even stricter Euro 6/VI standards were rolled out at the beginning of 2014, they're increasingly found in combination. All of this new technology has demanded new engine oils to suit. The introduction of low-SAPS (Sulphated Ash, Phosphorus and Sulphur) standards was a direct response to the use of these new systems.

Sulphated ash (formed when metallic elements burn in the presence of sulphur) will permanently block a DPF. Phosphorus and sulphur will readily react with catalytic converters, leaving them unable to perform their vital task of breaking down harmful compounds.

Guaranteed compatibility

Oil standards have been introduced that guarantee compatibility with these requirements. ACEA, a European industry body, maintain "C" standards for passenger car oils (C1, C2, C3, C4, and recently C5) and the E6 and E9 standards for commercial diesel vehicles. It's worth noting that these numbers don't reflect an increase in performance, just different requirements, and the "E" oil standards don't correspond to Euro emissions standards, the letters are just a coincidence! The American Petroleum Institute has three current diesel standards that control SAPS levels, API: CJ-4, API: CK-4 and API: FA-4. Many individual vehicle manufacturers also produce their own low-SAPS standards, for example Renault RN 0720 or Mercedes-Benz MB 229.52.

Although no introduction date or limits have yet been set for Euro 7/VII standards, they will undoubtedly require new and innovative methods for further reducing harmful vehicle emissions. Some have already been discussed (for example the gasoline particulate filter, GPF, may start to become common), and fuel economy will have a larger part to play, encouraging the uptake of hybrid engine technology in commercial and passenger car sectors.

Exol works closely with OEMs and additive technology partners to predict upcoming requirements, and produce engine oils to meet the very latest demands. Whatever the future holds, Exol will continue to deliver cutting-edge solutions across the global car parc and commercial fleet.

"Although no introduction date or limits have yet been set for Euro 7/VII standards, they will undoubtedly require new and innovative methods for further reducing harmful vehicle emissions"

EXOL MARINE JET SKI RACER SPONSORSHIP

We are delighted to be sponsoring professional jet skier Darren Leeper in 2018.

Leeper started racing in the early 90s and after a break, returned to competition in 2016 with the bug having bitten him again. He's now competing in two classes, Sport GP and Two Stroke Open using Exol Optima Racing 2 Stroke, principally designed for use in medium to high output engines.

Both his jet skis have recently undergone some repairs, with his GP Waveblaster benefitting from a fresh engine and a re-spray of paint, while his world record speed ski, the GP1200R has also had a new engine fitted.

Last year, despite suffering from technical issues and an injury, Leeper brushed these obstacles to one side to participate in November's Coniston Records Week, where he maintained good speeds throughout, enabling him to get close to his current record, where he achieved 73mph.

Exol wishes him all the best for the future, where no doubt more glory and success awaits for the team.



Watersport specialist Kingsbury Jet Bike has become the latest official stockist of Exol's extensive marine lubricants range.

The stockist is now selling premium synthetic oils such as Optima C3 LSM 5W-30, Optima Sport 10W-60, Optima Racing 2 Stroke and brake fluid.

Home of Kingsbury Jet Bike, Kingsbury Water Park is a 42-acre lake, one of the largest lakes in the UK, dedicated to jet skiing in the West Midlands.

Exol's involvement in – and support of – watersport includes its ongoing sponsorship of professional jet skier Darren Leeper, who is also sponsored by Kingsbury Jet Bike and is part of Kingsbury Race Team 2018.

“The Exol Marine stockist is now selling premium synthetic oils such as Optima C3 LSM 5W-30, Optima Sport 10W-60, Optima Racing 2 Stroke and brake fluid”

SPECIFICATION UPDATE:

Taurus Euro 10W-40

Two new specifications have been added: JASO DH-2, typical applications are Isuzu light commercial vehicles and Hitachi tracked excavators; and Deutz DQC IV-10 LA, with typical applications being Fendt tractors and Terex loaders.

Autotrans DCT

New applications have been added for Autotrans DCT, which can now be recommended where any of the following references are detailed: BMW Oil No. 8322 2167 666 (MTF-LT-5), Daimler Oil No. A 002 989 04 03 (Getriebeöl ET) and JLR Oil No. GX73-M1R564-AA.

Lithium Complex HV2 LS Grease (Z104)

Offering various features and benefits to customers, Lithium Complex HV2 LS Grease uses a 320 cSt base oil and has very high load bearing properties, making it particularly suited to bearing applications in heavy duty off-highway applications.

Typical applications are plant machinery, such as excavators and loaders; bearing applications in the quarrying industry; forestry equipment and dockside applications. It is a particularly useful product where shock load and / or vibrating conditions exist.

dexos 2™ OIL A POPULAR CHOICE

The dexos2™ approved Optima LSGM 5W-30, a new generation fully synthetic multi-grade engine oil, is proving increasingly popular with customers. The oil helps reduce fuel consumption while ensuring maximum engine protection.

- Approved by General Motors
- After treatment system compatible
- Extended drain intervals
- Ensures maximum engine protection
- Promotes reduced fuel consumption
- Excellent high and low temperature stability



EXOL ONE OF THE FIRST TO GAIN API SN PLUS SPECIFICATION

Exol has claimed the brand-new 'API SN Plus' specification on Optima DX1 5W-30 (M497), the new generation, fully synthetic passenger car engine oil formulated with premium base stocks and specialised performance additives.

New API specification

The new API specification started from 1st May, the earliest possible date that any manufacturer worldwide can claim this industry standard, which has been created in response to issues relating to Low Speed Pre-Ignition (LSPI) – or severe engine knock, which can destroy pistons and connecting rods.

Many downsized, turbocharged, petrol direct injection engines are entering the market which are placing specific demands on the engine lubricant. Next generation motor oils need to pass an LSPI test to meet these new demands, and Optima DX1 5W-30 has been specifically formulated to reduce LSPI problems.

Prevent LSPI

Major OEMs have started to introduce oil requirements specifically designed to prevent LSPI.

For example, GM has recently released a specification called "dexos1™ Gen 2", which is now required for all of its GDI engines.

The new 'API SN Plus' specification claimed by Exol is a reflection of the company's commitment to developing cutting edge solutions to emerging challenges, and so Optima DX1 5W-30 is also designed to meet the stringent LSPI-prevention requirements of the GM dexos1™ Gen 2 specification.



EXOL ANTIFREEZE MEETS VOLVO SPECIFICATION

Two of Exol's new antifreeze products now fully comply with the latest Volvo coolant specifications for heavy-duty diesel engines found in HGVs, buses, coaches, plant and marine applications.

Opticool Antifreeze Red and Antifreeze LL 50/50 pre-mix both meet the requirements of Volvo Coolant Specification (VCS) standard 418-0001, and form part of the new antifreeze range, covering heavy duty and passenger vehicle applications.

Exol's range of Opticool antifreezes utilise various additive chemistries from traditional inorganic to more modern Organic Acid Technology (OAT) and hybrid versions. These have been produced in response to the evolving technological development of cooling systems in modern vehicles, while ensuring long coolant operational life.



FOUR NEW 500G GREASE CARTRIDGES

Exol has introduced four new 500g grease cartridges to its extensive range of grease products, designed to allow complete use of lubricating grease without leakage.

The new screwfit grease cartridges, suitable for use with SR and similar grease guns, cover a wide range of applications, and include Lithium XL Complex HD 2.5, Libra Moly XL EP2, Lithium XL Complex and Libra XL EP2.

Lithium XL Complex HD 2.5 is a modern high-performance product suitable for both industrial and automotive applications. The grease can be used in various types of bearing applications including heavy load conditions and wet environments.

Libra Moly XL EP2 offers good mechanical stability, load carrying capacity and corrosion protection, making it suitable for heavily loaded bearings as well as wet environments. Lithium XL Complex is a modern highperformance product setting a new standard for a truly universal grease, suitable for both industrial and automotive applications. The product's all-round properties make it the primary choice for various types of bearing applications, including heavy load conditions and temperature peaks up to 180°C.

Finally, Libra XL EP2 is a high quality multipurpose grease that can be used in both industrial and automotive applications. The grease is suitable for a wide range of plain and rolling bearings. Exol's screw fit grease cartridges offer easy, quick and clean manual lubrication, leaving only a minimum residue of grease after use and providing simple implementation of a new cartridge when replacement is required.

For more information on the grease cartridges, please contact your Exol Lubricants representative.





EXOL INSIGHT: MEETING THE OPPORTUNITIES – AND CHALLENGES – OF NEXT GEN PETROL ENGINES

Revelations about the potential harm caused by emissions, and disparities between advertised and real-world performance have led to a sharp decline in demand for diesel engine passenger cars.

This has opened up opportunities for the next generation of small, powerful, turbocharged direct-injection petrol engines, promising fuel economy that was until recently only available using diesel. Commonly referred to as GDI (Gasoline Direct Injection), many manufacturers now offer solutions of this type. Unfortunately, along with the promised efficiencies, new challenges have begun to emerge.

Superknock

Consumer experience and advanced engine testing have revealed a phenomenon called low-speed pre-ignition (LSPI), also known as “superknock”. During the four-stroke cycle, petrol is ignited by a spark, and the resulting explosion is calibrated to give the piston a huge push at the optimum time. Pre-ignition occurs when the petrol explodes too early in the cycle, before the spark, effectively meaning that the explosive force is pushing down against a piston that still wants to travel up. This creates the characteristic knocking sound, and temporarily causes a massive spike in pressure.

The extra pressure has the potential to seriously damage the engine, with results as dramatic as cracked pistons and bent connecting rods occurring over just a few combustion cycles. As is referenced in the name, these events have the highest chance of occurring when the engine is under high load at low operating speed.

Strong links between the steps taken to increase the efficiency of the engine and the likelihood of an LSPI event have been demonstrated, but the exact causes of LSPI are still not entirely clear. The best current theories suggest that engine oil has a role to play in pre-ignition, either when present as tiny droplets in the combustion chamber, or when it creates (or is unable to prevent) deposits forming on the piston head.

New chemistries

Despite difficulties in studying these seemingly random events, oil manufacturers have risen to the challenge. New chemistries have been developed that help reduce the chances of LSPI, and these are now entering the mainstream. Major OEMs have started to introduce oil requirements specifically designed to prevent the issue.

These new standards will include specific engine testing for LSPI potential. On the European side, discussions are taking place to introduce LSPI testing as part of the next ACEA (European Automobile Manufacturers' Association) specification revision, but nothing has yet been formalised.

Exol remain committed to developing cutting edge solutions to emerging challenges, recently coming to market with Optima DX1 5W-30, an oil designed to meet the stringent LSPI-prevention requirements of the GM dexos1™ Gen 2 and API SN Plus specifications.

“Consumer experience and advanced engine testing have revealed a phenomenon called low-speed pre-ignition (LSPI), also known as ‘superknock’

LATEST VISCOMETER ARRIVES AT ROTHERHAM LAB

We've upgraded a new piece of essential laboratory equipment at our Rotherham production facility.

The Stabinger Viscometer plays an integral part in the formulation of the highest specification oils, measuring oil viscosity and density simultaneously. It measures viscosity by a rotational method rather than by a sample passing down a tube, with the ability to test at temperatures ranging from sub-zero to over 100°C.

Unlike normal viscometers, the system is flushed with a non-hazardous solvent, leaving no hazardous waste, and has a built-in density measuring cell to give readings.

The compactly-designed instrument covers a wide measuring range, allowing Exol to test a broad spectrum of its samples, from low viscosity lubricants such as the fuel saving Optima FS 0W-20, to viscous raw materials such as viscosity index improvers.



NEW LANDFILL GAS ENGINE OIL APPROVED BY GE-JENBACHER

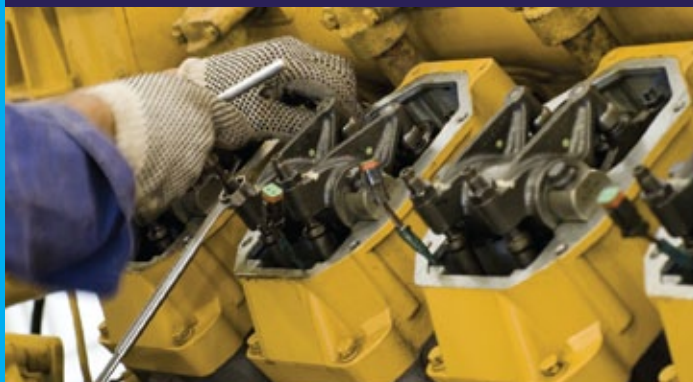
Exol Lubricants has now added Taurus GEO LFG 240 to its wide range of lubricants, a premium landfill gas engine oil approved by GE-Jenbacher that is recommended for use in engines running on landfill or digester gas.

Formulated from ultra-high purity, low sulphur base oils, Taurus GEO LFG 240 employs the latest additive technology to provide excellent control of deposits, wear, oxidation, nitration and valve recession under the most severe operating conditions.

Strongly recommended in high output four stroke gas engines operating on landfill or digester gas, the oil has excellent base number retention and uses low ash additive chemistry to ensure deposits on critical components are minimised, which allows extended trouble-free operation.

Offering extended oil life, Taurus GEO LFG 240 features excellent antiwear properties with reduced sludge formation and also has outstanding deposit control on pistons and valves.

Taurus GEO LFG 240 is suitable for use in engines running on landfill gas.



“Strongly recommended in high output four stroke gas engines operating on landfill or digester gas, the oil has excellent base number retention and uses low ash additive chemistry”

IN & AROUND EXOL LUBRICANTS

Exol's newlyweds:

Two Exol members of staff enjoyed weddings within the past year. Exol's Sarah Pike married on the 10th June 2017 and Emma Jenkins on the 17th February 2018. A huge congratulations to them both.

Baby News:

We would like to send a huge congratulations to two Exol members on their newest additions to their families. Congratulations to Alex Hadley and his family on their daughter Lara and to Issy Mudzengerere and his family on their daughter Riley.

Welcome Back...

Welcome back to our export coordinator/ customer service administrator Sam Gordon. Sam has recently returned after being off on her maternity leave.

New additions to the team

Anthony Eddowes (below left) has recently joined Exol Lubricants as the new financial controller.

Anthony has been a great addition to the team and had this to say: "I am delighted to be joining the team at Exol and hope to use my knowledge and experience to help improve the finance and admin process. Everyone at Exol has been very welcoming and I have been particularly impressed with how well the team works together."

Also, Steve Halliwell (below right) has joined Exol Lubricants as area sales manager.



The world of shire horses

Exol's export co-ordinator & sales analyst, Alison Morris, lets us know more about her world of 'county shows with her shire horses'. Alison stated: "Myself and my husband, Kevin Morris, spend most of our weekends through the spring and summer at county shows with our team of Shire Horses. We compete nationally in Trade Turnouts alongside the breweries and other sponsored turnouts. "We have had some success representing Bradfield Brewery last year winning 'Champion' at Derby County, Reserve Champion at Stafford, as well as other places at Newark & Notts, Cheshire and Royal Three Counties amongst others. When we aren't showing, we help to promote this endangered breed with corporate events and demonstrations."

Birmingham Children's hospital

We have made a donation to Birmingham Children's Hospital Charity in memory of Jenna Ritchie, relative of receptionist Val Robinson.

The charity's mission is to raise vital funds needed to make a real difference to all who use the hospital's services, offering them the best experience possible.



LOCAL CHARITY GAINS FROM STARLIGHT WALK

We have raised much needed funds in aid of a local Walsall charity, after female staff took part in its ladies-only Starlight Walk in September.

A grand total of £1331 was raised in aid of St. Giles Hospice, as women from across the region walked 3.75 miles through Aldridge to the finishing line at Aldridge Community Centre.

Founded in 1983 by the Reverend Paul Brothwell, St Giles Hospice's aim is to improve the care of local people dying with cancer and other potentially incurable illnesses, such as motor neurone disease, heart failure, MS and respiratory disease. Its dedicated team provides individually-tailored care across the community, also offering support for families and helpers.

Exol team raises money for St. Giles Hospice



Exol would like to congratulate the following staff for their long service of 20 years to the company:

Lesley Willis
Neil Smith
Craig Walters

Julie Hudson
Mark Turner

CHARITY GOLF DAY BRINGS OUT EXOL WINNER

The second round of this year's IAAF-BEN Company Team Golf Challenge was held at a new venue – The Abbey near Redditch, Worcestershire with a record-breaking number of teams taking part.

Joe Richardson (pictured left), event organiser on behalf of the IAAF and ably supported by his wife Chris, was delighted with the way the day went and the weather held long enough for the players to enjoy a fantastic day of golf, albeit a little windy at times.

Steve Dunn, Exol sales & marketing director and IAAF CV Committee Chairman won best individual score at the largest IAAF Golf Day, in aid of industry charity BEN! Well done Steve.

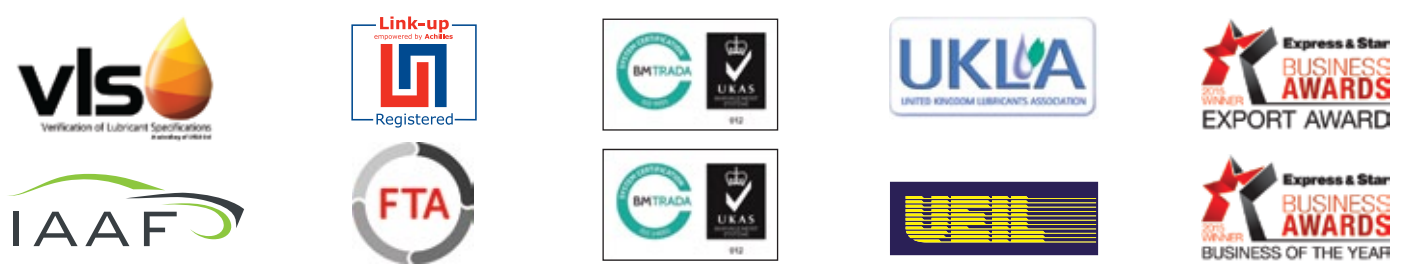


L-R: Golf day organiser Joe Richardson with Exol's Steve Dunn and IAAF chief executive Wendy Williamson

LAUNCHING 2019, THE NEW EXOL WEBSITE AT www.exol-lubricants.com



“The new website is part of a wider investment and has been designed to accurately and clearly display the vast amount of useful data and information for customers to utilise”



exol
EXCELLENCE IN LUBRICANTS

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