

# fluid

*The Newsletter of Exol Lubricants Ltd*



**EXCELLENCE IN LUBRICANTS**

Issue 3 | 2015

News & Information from the UK's largest  
independent lubricants blender



## **EXOL HAS EVOLVED**

*Exol launches new look packaging*

## **AWARD WINS**

*Exol scoops more awards*

## **NEW EURO 6 OIL**

*Proven to save money*

# INVESTMENT IN EXCELLENCE

*find out more on page 2 & 3*



# Exol invests £1.5million

**Exol has invested more than £1.5million in making its fleet the most up to date, economical and best performing on UK roads.**

Due to Exol's commitment to excellent customer service and its proven ability to service national contracts, the company has brought the number of vehicles in its range to more than 20.

Two new Scania G320 trucks and trailers have joined the fleet, which offer customers dual pump filling capabilities of both lubricants and anti-freeze.

Exol's fleet of vehicles comprises a mix of dual-purpose vehicles and large tanker trucks to transport both bulk and packaged Exol products to customers across a variety of sectors including agricultural, automotive, industrial, marine and rail.



# in expanded fleet

Steve Dunn, Exol sales director, said: “While our business has grown, we have positively responded by investing in our fleet to ensure the highest levels of customer service are sustained. The enlarged Exol fleet, which is arguably the newest fleet of vehicles on UK roads, means we are ideally positioned to win more business and grow with our existing customers.

Exol has started the transition into its new building and has added eight brand new forklifts to its fully owned range of vehicles.

The new forklifts are a major investment for Exol and are for use in the new site, designed specifically to work with narrow aisles. This allows for the company to add in double the amount of racking in the same amount of space.

***“While our business has grown, we have positively responded by investing in our fleet to ensure the highest levels of customer service are sustained. The enlarged Exol fleet, which is arguably the newest fleet of vehicles on UK roads, means we are ideally positioned to win more business and grow with our existing customers”***

# New Labels Offer More

Customers will shortly see new brand imagery in line with a number of changes made throughout the business featuring Exol imagery.

The new logo, which is already present on Exol's fleet of vehicles, builds on the "excellence in lubricants" theme and will feature on all product packaging going forward.

Exol has also rebranded its packaging labels, which will contain more information on the product and its properties to help aid correct grade identification.



**The Exol brand has grown in popularity and awareness over the past few years and the time is right for us to build on this new position with a more modern and impactful company logo and packaging.**



## Exol new production facility - The Lab

A new laboratory will be integrated into the new Exol production facility. The 78m<sup>2</sup> lab has been fitted out with an Invicta mobile shelving system for storage of lab samples, which holds 33,600 lab sample bottles (over a year's worth). The lab has an attached office, which is 17m<sup>2</sup>.

Exol managing director Steve Everitt collects the award for Manufacturing Champion from Mark Sharples UTC Aerospace Systems



## Exol wins Manufacturing Champion Award

Exol Lubricants has won Manufacturing Champion of the year at the *Express & Star* Business Awards 2014.

More than 420 people attended the event at Wolverhampton Racecourse, which was compered by Alan Dedicoat, best known as the National Lottery's Voice of the Balls.

There were 11 awards in total and Exol was up against stiff competition in Boss Design and Lift & Engineering.

To reach the final of the awards, Exol submitted a thorough entry on its business, production expertise and future growth plans. Then, having been shortlisted to just three companies, the award's judges – comprising representatives from sponsor UTC

Aerospace Systems and *Express & Star* – inspected the company's head office and production facility in Wednesbury.

Exol was praised for its "transformation" and "ability to adapt" to very challenging market conditions in the past 30 years.

Steve Everitt, Exol group managing director, said: "This is the third award of 2014 for Exol and demonstrates our continued growth and development as a business. We have a great team of people and they should feel immensely proud of what we have achieved, operating in a very competitive marketplace. The award has given everyone in the business a boost as we celebrate 30 years of oil production in the Midlands."

## Exol runner up in IAAF CV Award

Exol has been named 'runner up' in the commercial vehicle car parts Supplier of Excellence award at the IAAF Annual Awards Dinner.

The award tops a very successful year for Exol, which has seen the company's trophy cabinet grow rapidly with no fewer than three awards collected for its manufacturing and supply expertise, both in the UK and overseas.

The hotly contested IAAF awards cover four individual categories. They are: Distributor of Excellence Award (passenger car), Supplier of Excellence Award (passenger car), Commercial Vehicle Distributor of the Year and Commercial Vehicle Supplier of the Year Award.

IAAF chief executive, Wendy Williamson presents the runner up award to Exol sales director Steve Dunn



# New Fluid Check eliminates premature failure

Exol has launched a new fluid analysis service that will help to eliminate the risk of machines failing prematurely.

'Fluid Check' allows machine operators to regularly monitor the condition of the lubricating fluid they're using in a bid to detect the type of contaminants and wear issues that can cause early machine failure.

Operators simply draw a sample of fluid from their machine and then send it to Exol for comprehensive testing. The results are then posted to a secure web-based portal that operators can access to download the test data. If the fluid needs to be changed, the data will tell the operator and they can schedule maintenance before a failure occurs.

Steve Dunn, Exol Lubricant's Sales Director, said: "Operators often don't check the quality of the lubricant in their machine at regular intervals but that's mainly because there isn't an easy, no hassle system in place to facilitate that."

"Our 'Fluid Check' service aims to overcome that problem by making it really easy for operators to get a rapid and clear picture of the quality of the fluid they're using. If there is a deterioration in fluid quality that's likely to cause a failure, 'Fluid Check' will identify the problem and flag it up so that the necessary maintenance can be completed in good time."

Each customer using Exol's 'Fluid Check' service is given a special pack that contains all of the equipment that is required to draw off fluid samples safely and cleanly. Visit [www.exol-lubricants.com](http://www.exol-lubricants.com) for further details.



# Fuel saving proven with new CV Euro 6 oil

**A new Exol fuel saving commercial vehicle engine oil has undergone extensive testing at the Millbrook vehicle test and development facility, with the results proving it can provide huge, long term savings on a typical fleet operator's fuel bill.**

The fully synthetic Taurus Euro FE 5W-30 engine oil was tested in two types of bus, a Cummins ISB4.5 powered 2013 Wrightbus Streetlife and, a Volvo D7 powered 2005 Volvo B7RLE.

Both vehicles were put through lengthy and varied driving cycles designed to mimic urban and rural environments with both stop-start and constant speed conditions.

Sophisticated fuel consumption analysis showed that the buses – when running with Taurus Euro FE 5W-30 engine oil – saved an average of nearly two percent fuel compared with the same buses carrying out the same driving cycles with a conventional 15W-40 engine oil.

In addition to fuel saving, Taurus Euro FE 5W-30 offers other key benefits for a wide range of applications including: Compatibility with after-treatment devices including diesel particulate filters, long drain formulation, low oil consumption, outstanding anti-wear protection and, excellent cold starting properties.

Taurus Euro FE 5W-30 is ideally suited for use in the very latest Euro 6 emission engines and is backwards compatible to older models. It is particularly recommended for use in commercial vehicles by MAN, DAF, Iveco, Volvo, Mercedes-Benz and Renault.

Steve Dunn, Exol sales director, said: “At Exol, we put our products through the most stringent of tests, all of which are designed to demonstrate their quality and the benefits they deliver to customers on a daily basis. Taurus Euro FE 5W-30 is the perfect choice for a typical heavy duty fleet operator running a range of vehicle types and ages and who wishes to reduce fuel costs.”

Taurus Euro FE 5W-30 provided a fuel saving of nearly two percent over conventional 15W-40 engine oil.



## OIL CHECK

### Search By Vehicle Registration

Please enter your vehicle registration number in the field below:



Search By Vehicle Make / Model

Make:

Model:

# Exol products now listed on MAM's AutoCat+

The full range of Exol products is now listed on MAM Software's online vehicle parts catalogue Autocat+, marking another major investment in the automotive aftermarket by the UK's largest lubricants blender.

Exol has taken the initiative in the marketplace and responded to the difficulties faced by distributors and installers in selecting the correct oil for a specific vehicle. The dedicated presence on MAM's Autocat+ catalogue will place accurate information directly into the hands of the users, making oil selection simple and allowing for instant access to Exol's new products, as and when they are made available.

Autocat+ will feature Exol's low SAPS, fully synthetic,

semi synthetic and engine oils, gear and transmission oils, engine coolants and brake fluids.

The presence on Autocat+ complements Exol's market leading website [www.exol-lubricants.com](http://www.exol-lubricants.com), which features products data sheets and vehicle approval information.

Autocat+ is an online vehicle parts catalogue that enables motor factors and retailers to quickly find all the components they need for any vehicle or application. As an automatically updated, web-driven catalogue, Autocat+ gathers component data from suppliers giving instant access to the most up-to-date specifications.

# VRM now available at [exol-lubricants.com](http://exol-lubricants.com)

Exol has launched a new Vehicle Registration Mark (VRM) lookup on its website [www.exol-lubricants.com](http://www.exol-lubricants.com)

Users can simply input the Vehicle Registration Mark (VRM) to select the correct oil for a specific vehicle and then input their postcode to find the nearest Exol distributor.

Product images, specifications and technical data are also available via the website to further aid product identification.

Exol has more than 150 automotive products for passenger car and commercial vehicles.

It's comprehensive range of automotive lubricants combine a high level of protection to engines and transmissions with long, trouble free service life. The range includes premium grade low SAPS engines oils, robust semi synthetic and mineral oil based grades and manual and automatic transmission fluids.

Meanwhile, Exol's commercial vehicle lubricants satisfy the needs of the most modern trucks and buses as well as older models. The exhaustive range features low SAPS, fully synthetic engine oils, long drain semi synthetics and traditional mineral oil grades as well as sophisticated automatic transmission fluids, manual gear oils and ancillary products.





# Exol Supplies Hutchison Ports (UK) Ltd

Exol is working with Hutchison Ports, operator of the Port of Felixstowe, Harwich International Port and London Thames Port.

Exol is responsible for the supply and management of lubricant stocks at each port, which are used on a variety of engine applications including cranes and port vehicles.

Hutchison Ports is a leader in energy efficiency and its investment in more carbon efficient, lower energy technologies places it at the forefront of emerging container port environmental practices. As a supplier to the Hutchison Ports (UK) group, Exol ensures a port functions as efficiently as possible, saving time and removing unnecessary costs.

It is a major achievement for Exol to be playing an integral role in supporting Britain's biggest and busiest ports. As a manufacturer, we understand fully both the demands and benefits of running an extremely efficient and environmentally friendly operation.

The port of Felixstowe is Britain's biggest and busiest container port and handles more than 3.7million TEUs (Twenty-foot Equivalent Units) and welcomes over 3000 ships each year, including the largest container vessels afloat today. Crucially, the port provides some of the deepest water close to the open sea of any European port. Around 33 shipping lines operate from Felixstowe, offering approximately 90 services to and from 365 ports around the world.

Together with its unrivalled rail and road links connecting the port to distribution hubs throughout the UK, Felixstowe plays a pivotal role in keeping the UK's trade moving, and delivers real benefits to customers, the community and the industry.

Also supplied by Exol is Harwich International Port – one of UK's leading passenger and freight ferry terminals – and London Thamesport, one of the UK's busiest container ports.

# ATF Fluid offers universal appeal

Exol Lubricants has introduced a brand new automatic transmission fluid (ATF) Autotrans ELC, which has been approved by German transmission manufacturer ZF for use in many applications in the commercial vehicle, rail and marine sectors.

Autotrans ELC was developed originally to provide premium protection to ZF Ecolife gearboxes used in buses. Autotrans ELC is an ideal choice where the ZF TE-ML 20C specification is recommended for use over extended drain intervals.

The fluid is formulated using the highest quality fully synthetic base stocks together with advanced additive technology to provide the maximum level of component durability over extended periods.

In addition to offering high levels of thermal stability, Autotrans ELC extends fluid life along with providing exceptional oxidation resistance, proven anti-wear performance, anti-shudder characteristics and excellent sludge and varnish control. As a result, this ATF protects



modern transmissions better than traditional fluids while also offering premium performance in older vehicles.

Autotrans ELC is also recommended for many other commercial vehicle applications and meets many key specifications required by Allison, Voith, MAN and ZF. It is also an ideal choice in many passenger cars as a service fill fluid to replace the original OEM genuine oil.

Autotrans ELC is available now in bulk road tanker deliveries, IBCs, 205 litre barrels and 25 litre drums.

## Africa's most trusted quality lubricants supplier is...

**The African Quality Achievement awards 2014 has named Exol as Africa's Most Trusted Quality Lubricant Supplier.**

The company was presented with the award by the African Quality Institute (AQI) at a recent visit to Exol's head office and production facility in the West Midlands.

African Quality Institute (AQI) is the leading professional organisation in Africa, tasked with the responsibility of developing and implementing professional programmes on quality management and assurance. AQI also conducts research, organises events and publishes reports to ensure a professional's continued development.





# How To.. Embrace the **Euro 4,5 & 6...**

*Low sulphated ash, phosphorus and sulphur (SAPS) engine oils will be the most popular choice for operators of Euro 4, 5 & 6 vehicles.*

*Exol has oils that meet these requirements and which offer exceptional long drain interval capabilities and are specifically formulated from fully synthetic base stock technology and approved performance additives to offer excellent thermal stability, low volatility, long life performance, reduced*

*oil consumption, increased fuel efficiency and outstanding anti-wear and anti-corrosion properties.*

*Commercial vehicle operators and plant machinery users need to be vigilant when it comes to meeting the latest low emission requirements and their choice of engine oil is critical to achieving that goal.*

## Meeting the Euro 4, 5, 6 Specifications

Firstly, Exol's Taurus Euro 5 10W-40 is a fully synthetic low ash, heavy duty, diesel engine oil formulated to meet the low SAPS (sulphated ash, phosphorus, and sulphur) criteria of Euro 4, 5 & 6 engines and is approved by Mercedes-Benz, Volvo, Renault, Mack, MTU and MAN.

The oil exceeds the most stringent lubrication standards of the latest European and North American heavy duty diesel engines, which operate under the extreme demands of significantly extended oil change periods and clean performance requirements.

New additive technology also ensures optimum performance of emission control equipment such as diesel particulate filters which thereby ensures continuous pollution control and minimises environmental damage.

## CV and plant applications

Meanwhile, Exol's Taurus SHPD E9 15W-40 is a new heavy duty engine oil that has been formulated to meet the latest Euro 6 low emission requirements of many commercial vehicles.

The oil is suitable for a wide range of applications, including vehicles developed by original equipment manufacturers (OEMs) such as Volvo, MAN, Mercedes and Renault. It is also suitable for many buses, tractors and off-highway vehicles where the latest low emission engines are used.

## A choice of solutions

Exol's Taurus Resilient 10W-40 is not a low SAPS product but is recommended by Scania for their latest Euro 6 engines. It is a fully synthetic blend of severely hydrotreated base stock, viscosity index improver, pour point depressant and a powerful state of the art performance system that is right at the forefront of modern additive technology.

Taurus Resilient 10W-40 is formulated for use where there is a requirement to satisfy the low emission requirements in certain Euro 4, Euro 5 and Scania Euro 6 engines and is designed to satisfy the longer drain intervals demanded by the OEM. It is approved by Scania, Volvo, Renault and Mack.

All Exol oils are available in various quantities, including bulk road tanker deliveries, 205 litre barrels and 25 litre drums.

# Exol New Products

## 75W-80 commercial vehicle gear oil

A new gear oil that is fully synthetic and suitable for a wide range of commercial vehicles has been made available.

Exol's Athena EPZ FS 75W-80 oil is recommended for use in all types of ZF manual and automated manual transmissions. This includes AS Tronic, eTronic, Ecosplit and Ecolite units that are commonplace on Daf, Iveco, MAN and Renault trucks.

It is also recommended for use in other commercial vehicle transmissions (highlighted in the table opposite).

ZF	TE-ML 01L, 02A, 02B, 02D, 02E, 02L, 08, 16K
MAN	341 Type Z-4, Z-3, Z-2, Z-1. 341 Type E-3, E-2, E-1. 341 ML, 341 N
VOLVO	97305, 97307
MERCEDES	235.4
EATON EURO	300,000 km or 3 years
API	GL-4
MILITARY	MIL-L-2105

The 75W-80 commercial gear oil has been developed to match the requirements of modern commercial transmissions, offering very long service life, excellent oxidative and thermal stability, outstanding low and high temperature performance and excellent gear and bearing pitting resistance. It's also compatible with a variety of synchronizer materials and offers fuel saving benefits.

To learn more about Exol Lubricants' Athena EPZ FS 75W-80 gear oil or to view typical test data, visit [www.exol-lubricants.com](http://www.exol-lubricants.com)

## Exol launch Ultramax fire resistant hydraulic fluid

Exol has launched a new hydraulic fluid that is fire resistant and suitable for use in hazardous and environmentally-sensitive applications.

Ultramax FRE 46 is a synthetic ester based fluid – HFDU type – that has been designed to replace anti-wear, mineral oil-based hydraulic oil products in industry. It is suitable for all environments where an ISO 46 HFDU product is required.

It offers significant performance improvements over traditional hydraulic oils because it is based on a high purity, synthetic ester and is fortified with carefully selected additives. It does not contain water, mineral oil or phosphate ester.

Benefits include self-extinguishing properties in the event of a fire, a non-toxic, non-irritating and

non-hazardous blend, readily biodegradable and non-toxic to aquatic life, identical lubrication properties to premium grade anti-wear hydraulic oils, high levels of oxidation resistance to prolong fluid life, low pour point, high viscosity index and compatible with mineral oil and vegetable oil-based hydraulic fluids.

This product represents the next generation in high performance, fire resistant hydraulic fluid. The demands of the industrial environment and legislation are continually changing and it's imperative that operators of hydraulic equipment use a fluid that's fit for purpose and safe. Ultramax FRE 46 fits that brief exactly.

To learn more about Exol Lubricants' Ultramax FRE 46 or to understand the company's expertise in the lubricants sector, visit [www.exol-lubricants.com](http://www.exol-lubricants.com)

# Exol in the community...

## Flying the flag at Droitwich golf club

Exol has become the proud sponsors of Droitwich Golf Club, as part of its ongoing drive to support Midlands based sports clubs and associations.

The sponsorship follows on from Exol's recent tie-up with Rugby Union team Worcester Warriors and underpins the company's continued investment in the Midlands, home to its new £2.5million head office and production site.

Golf has been played at Droitwich golf club, Worcestershire, since 1897 and the clubhouse building has had numerous uses, for example as a Red Cross hospital in the Great War.

Recently, the club successfully hosted the EWGA National Grand Medal Final, the Mens Worcestershire County Championships and the WHLCGA Ladies County Championships.

Richard Hardy, Club Captain, said: "We are delighted to be associated with Exol Lubricants and are grateful for their sponsorship. New members and those wishing to take up the sport are always welcome at Droitwich Golf Club and like Exol, we strive to provide excellence for the golfers of Droitwich and the surrounding areas."

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## Good causes benefit from sponsorship

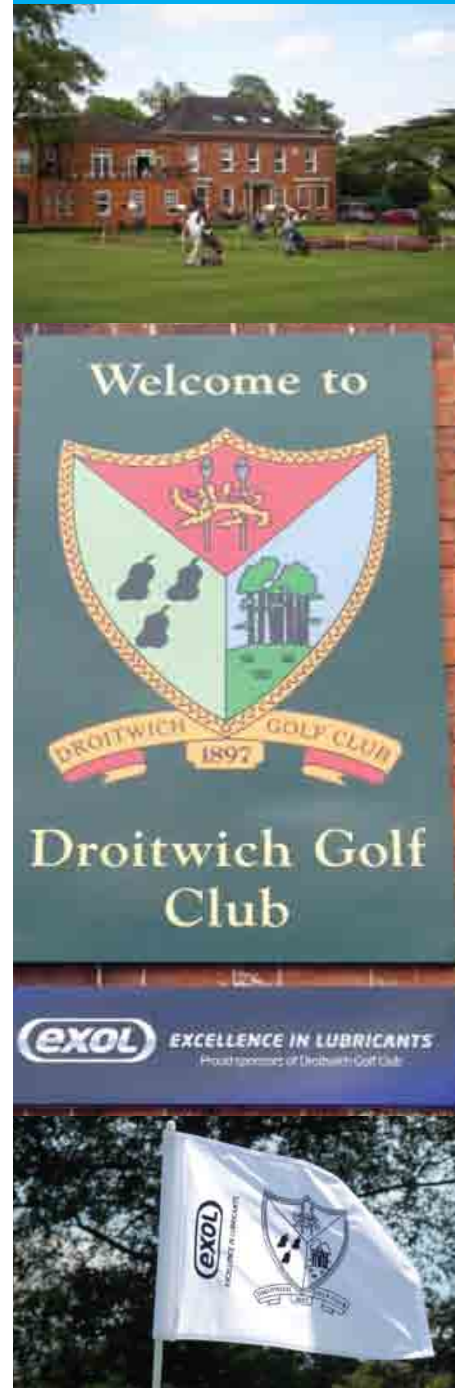
Exol Lubricants was the main sponsor at the Chemodex Charity Golf Day, held recently at Worksop Golf Club.

The event raised money for the Ashgate Hospice Chesterfield and included a prize raffle and secret auction. Guests enjoyed an 18 hole round of golf followed by a meal and evening prize giving.

Exol also continued its support for local groups, associations and charities with the sponsorship of Shrewsbury based Beacon Cricket Club's charity golf day which was held in September.

The company sponsored an individual hole at the event, which took place at Henlle Park Golf Club in support of the Bliss Organisation, which offers help and support to babies born too soon, too small or too sick.

Droitwich Golf Club occupies well over 100 acres of beautiful Worcestershire countryside



# Exol sponsors Trysull Tigers U13



Steve Dunn, Exol sales director, "We're delighted to be supporting Trysull Tigers and wish them well in the forthcoming season. Our support of Midlands based sports teams and associations has become part of a major drive by Exol to encourage people of all ages to take up sport and remain active."

Exol has continued its drive to support Midlands based sports clubs and associations with the sponsorship of local U13s football team Trysull Tigers for the next two seasons.

The team, which plays in division 2 of the Stourbridge and District Youth Football League, will benefit from new Adidas kits featuring the distinctive Exol logo along with a range of training kit and equipment.

After a testing 2013/14 season with injuries, the team finished in fourth position. An influx of new players has added fresh impetus to the squad, which is looking forward to the new season.

Tim Hudson, Trysull Tigers U13s manager, explains: "This coming season we will be aiming mainly to bring together our new larger squad and mould them into a team, primarily focusing on player and football development and enjoyment of the game. The support of Exol has been a major boost to the club, as we aim for a position of third place – or higher!"

Trysull Tigers was founded in 1990 to provide opportunities for children to play football within the surrounding areas of Trysull. The club has grown and now runs 18 teams with an age range from under 6 up to an open age senior team.

## WIN! An iPhone 6 by sending in your photo of the Exol fleet

Exol is very proud of its £1.5million fleet of vehicles and is offering customers the chance to win an iPhone 6 by sending in their photos of the fleet.

Simply send a photo of an Exol vehicle and where you were to [competitions@exol-lubricants.com](mailto:competitions@exol-lubricants.com) by 31st March 2015 and we'll put your name into a draw to win the new iPhone. Selfies will also be accepted!

What's more we'll also publish your pictures in the next issue of *Fluid*.



“Selfies” are also  
accepted in the  
Exol fleet competition



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