

# fluid



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

*The Newsletter of Exol Lubricants Ltd*

Issue 1 | 2013

## £2 Million Site Redevelopment

### **FIVE GO INTO FIVE**

Exol reveals new  
pack sizes

### **FIRST TO MARKET**

Exol launches  
new Ford  
EcoBoost oil

### **FASTER DELIVERIES**

Exol installs new  
weighbridge at  
Rotherham site



Exol promotes Jonathan Hoole to the role of Operations Director - full story page 7

# 120,000 sqft

The current Exol head office site covers 120,000sqft. The redevelopment begins in July and is expected to last six months.



## Exol invests in future development

Exol's head office site redevelopment will **improve all areas** of the blender's business.

**Exol HQ redevelopment**  
Page 4&5

Exol Lubricants, the UK's largest independent lubricants blender, is investing more than £2million in redeveloping its head office and manufacturing site, based in Wednesbury.

The company, which supplies lubricants for car, CV, agricultural, rail and industrial applications, is completely overhauling its current site to create a more efficient, economical and environmentally-friendly manufacturing facility.

Steve Everitt, Exol Lubricants managing director, said: "The redevelopment of our head office and manufacturing facility has been meticulously planned and designed to ensure customers benefit from an enhanced level of service from Exol."

## Exol demonstrates flexibility by being one of the first lubricant blenders to market an oil for the latest Ford EcoBoost engines



**Exol Lubricants has become one of the first lubricant manufacturers to produce a new engine oil specially formulated for the latest Ford EcoBoost engines.**

Optima Vimax F 5W-20 is a fully-synthetic engine oil produced using the highest quality synthetic base stocks, which together with market leading additive chemistry meets the very latest and previous Ford fuel-efficient EcoBoost petrol engine specifications and is also suitable for the majority of Ford petrol vehicles produced in the past four years.

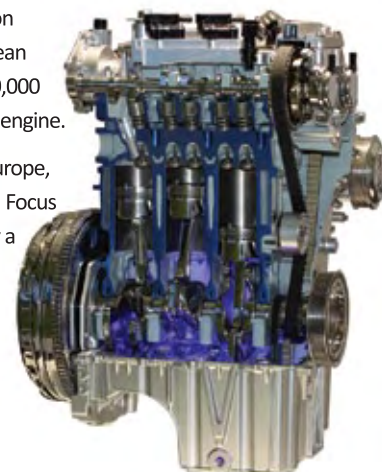
The new oil provides significant fuel saving benefits to the motorist due to its low viscosity and low friction technology, while also ensuring high engine protection and component durability.

There are currently three EcoBoost engines: 1.0ltr, 1.6ltr and 2.0ltr, fitted across a range of Ford vehicles including Focus, Fiesta and Mondeo.

Ford will produce more than 1.3million low-CO2 EcoBoost engines for European vehicles by 2015, with more than 800,000 expected to be the 1.0-litre EcoBoost engine.

In its first full month of sales across Europe, more than 4700 customers ordered a Focus 1.0ltr EcoBoost, accounting for nearly a quarter of all Focus cars ordered in Ford's 19 European markets.

The new oil is available now in bulk road tanker deliveries, intermediate bulk containers (IBCs), 205 litre barrels and 25litre drums.



“  
The new Optima Vimax F 5W-20 oil underlines our commitment to be one of the first to market”

**Steve Dunn**  
Sales Director



# Exol invests in new weighbridge for Rotherham site increasing delivery speeds

**Exol has continued its programme of investment by installing a new weighbridge at its Rotherham plant, which will significantly improve customer deliveries.**

Previously, Exol was using external weighbridges to weigh fleet vehicles before embarking on deliveries. This adds to delivery times and so by installing its own weighbridge, Exol will improve its delivery performance and speed.

When the new weighbridge is installed, Exol will be able to check trailers to avoid overweight loads, sell single grades by weight, load by weight and, offer out of hours collections.

The Exol Rotherham site manufactures lubricants and makes effective use of the waterways by transporting base oil from the port of Hull to the Rotherham blending plant.

Jonathan Hoole, Exol operations director, said: "Our investment programme continues with the addition of a new weighbridge at our Rotherham site, which will only enhance our delivery service to customers. The new weighbridge means that, as a full line manufacturer

of lubricants, we are in complete control of our production and delivery processes and can therefore ensure that they are of the highest standards possible."

**Exol increases vehicle delivery fleet** Page 7



## Exol has upgraded significant pieces of equipment in its Rotherham laboratory.

It has introduced a new High Temperature High Shear Viscometer that approximates the conditions an oil will encounter in an engine.

Also, Exol's new ICP Machine is used to measure both additive and wear metal levels in an oil. It can therefore be used for quality control purposes and also condition monitoring of in-use oils.

**“**  
We are in complete control of our production and delivery processes

**Jonathan Hoole**  
Operations Director



**1.3m**

Ford will produce 1.3million low-CO2 EcoBoost engines for European vehicles by 2015

## WHAT THE PRESS ARE SAYING...

“  
*Jobs boost as Wednesbury-based firm to invest £2 million*”

*West Midlands Express & Star*  
04 March 2013

“  
*£2million investment for Exol's site development welcome*”

*Will Ackerman*  
*Sandwell Chronicle*



# Site changes to benefit all customers

**Exol Lubricants, the UK's largest independent lubricants manufacturer, is investing more than £2million in redeveloping its head office and manufacturing site, based in Wednesbury, West Midlands.**

The company, which supplies lubricants and associated products for car, commercial vehicle, agricultural, rail and industrial applications, is completely overhauling the current site to create a more efficient, economical and environmentally-friendly manufacturing facility.

### New production line

This will include the demolition of the current Victorian building and the creation of a modern, steel-framed, purpose-built premises, which will house a new research laboratory and production line. The redevelopment is designed to provide a natural link throughout all company buildings and a new entrance / exit to the site to enforce a one-way system will also be implemented.

Exol Lubricants is one of only a small number of companies in the world that operates a Kanban manufacturing process, which originated at Toyota. It is a scheduling system for controlling the logistical supply chain to ensure lean and just-in-time production.

Steve Dunn, Exol Lubricants sales director, said: “The redevelopment of our head office and manufacturing facility has been meticulously planned and designed to ensure customers benefit from an enhanced level of service from Exol Lubricants. It will create a much more efficient manufacturing process, along with enhanced communication throughout the various company departments.”

The redevelopment of the 120,000sqft site will commence in July 2013 and is expected to take six months to complete.

***“Exol is one of only a small number of companies that operates a Kanban manufacturing process”***





## Rotherham weighbridge

Exol is continuing its programme of investment by installing a new weighbridge at its Rotherham plant, which will significantly improve customer deliveries.

When the new weighbridge is installed, Exol will be able to check trailers to avoid overweight loads, sell single grades by weight, load by weight and, offer out of hours collections.

## Packaging upgrades

Exol has also enhanced its customer service experience with improvements made to its product packaging.

A number of products – listed on Exol's website [www.exol-lubricants.com](http://www.exol-lubricants.com) will be supplied in its new silver Exol barrels.

All Exol product description labels on 20L, 25L, 60L, 205L and IBC's will be upgraded to one single label, meaning an end to over printed labels.

Exol products supplied in new Oxford blue and Exol Silver barrels will be labelled on the top and side and feature product descriptions and bar codes, in order to help with identification.

## *“Exol has upgraded three significant pieces of equipment for its Rotherham laboratory”*

### New Lab equipment

Exol has upgraded significant pieces of equipment in its Rotherham laboratory.

It has introduced a new High Temperature High Shear Viscometer that approximates the conditions an oil will encounter in an engine.

Also, Exol's new ICP Machine is used to measure both additive and wear metal levels in an oil. It can therefore be used for quality control purposes and also condition monitoring of in-use oils.

## EXOL'S “GREAT NEWS”

Wednesbury North councillor Elaine Costigan told Sandwell Chronicle's Will Ackerman the news was “exactly what is needed.” She said: “This kind of business is welcome in the borough and anything that brings jobs to Sandwell is a bonus.

It's nice to hear that a company is doing so well in tough times. It's great news for the area, especially with the way things are. We've got much doom and gloom so its wonderful!”

## WHAT THE PRESS ARE SAYING...

“  
A site better  
”

*Professional Motor  
Mechanic*

“  
UK's Exol Lubricants  
to invest in plant  
upgrade  
”

*OEM / Lube News  
International Edition  
11 March 2013*

5

Exol launch 5 new 5 litre packs, Optima LSX 5W-40, Optima LSZ 5W-30, Optima LSG 5W-30, Optima LSP 5W-30 and, Optima LSR 5W-30.

## Exol's CEO Darren Frogson invited to join UKLA board



Darren Frogson, Exol Lubricants chief executive, has been appointed to the board of the United Kingdom Lubricants Association (UKLA), which represents the interests of UK lubricant producers and allied sectors.

The UKLA is the lubricant industry's leading trade association. It represents more than 100 companies who produce the majority of the UK's £2billion, 800,000+tonne oil output.

As part of his appointment to the board, Mr Frogson will use his extensive expertise and experience to support the UKLA in providing members with a plethora of benefits, designed to assist with the understanding of the oil and lubricants industry and keep abreast of the very latest developments and new legislation.

Members of the UKLA include multi-national major oil companies, independently owned lubricant manufacturers / marketers and the sector's raw material suppliers.

Mr. Frogson will also play an integral role in widening the UKLA's reach to encompass distributors and stockists, end-users, academics & individuals.

Exol Lubricants is a proud supporter of UKLA. Exol is the largest independent lubricants company in the UK, manufacturing and supplying a range of lubricants and associated products to industrial, agricultural, automotive, marine and off-highway sectors.

## Exol shows its versatility as it puts five oils into five litre packs

**Exol Lubricants has made a number of products available in five litre packs, as the lubricants blender continues to support customers in selling its increasingly popular engine oil range on to end users.**

Five engine oils are now available in five litre packs. They are: Optima LSX 5W-40, Optima LSZ 5W-30, Optima LSG 5W-30, Optima LSP 5W-30 and, Optima LSR 5W-30.

All five are new generation, fully synthetic, low saps (sulphated ash, phosphorous and sulphur) engine oils and adhere to ACEA C classifications for catalysts compatible oils.

The oils are also engineered to meet specifications of more than 20 vehicle manufacturers including BMW, Citroen, Fiat,



Ford, Mazda, Mercedes-Benz, Nissan, Peugeot, Renault, Vauxhall, Volkswagen and Volvo.

Each oil is formulated using the latest developments in synthetic technology together with the most up to date advancements in additive chemistry to provide outstanding performance.

Steve Dunn said: "The move to five litre packs for our most popular fully synthetic oils demonstrates our versatility as an independent lubricants manufacturer in being able to move quickly and support our customers with the highest quality products at pack sizes to support their business."

## Exol's managing director Steve Everitt wins UKLA golf tournament

Exol Lubricants managing director, Steve Everitt emerged victorious at the United Kingdom Lubricants Association (UKLA) golf day, one of the largest sporting events in the lubricants industry calendar.

Held on Thursday 4 & Friday 5 July at Macdonald Hill Valley Hotel and Spa, Shropshire, the event also included the UKLA annual general meeting (AGM) and dinner, underlining its billing as "one of the best networking opportunities" in the industry.

The UKLA golf tournament began in 1966 as the Midlands Oil and Grease Association Challenge Cup. This year, the 18-hole competition took place on the challenging Emerald course,

with Steve putting in an excellent round to emerge as winner.

In the evening, delegates attended the UKLA dinner and prize giving where Steve was presented with the winner's trophy. He said: "I'm delighted to be the recipient of such a prestigious trophy, which with its history, demonstrates the successful coming together of the lubricants industry in a relaxed and informal environment."



“  
The new product is recommended by a host of vehicle manufacturers  
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# Exol increases vehicle fleet

Exol Lubricants, has increased its fleet of delivery vehicles to 18, boasting enhanced coverage throughout the UK and an even greater delivery service to its growing customer base.

The company has recently acquired an additional Scania truck capable of transporting a new 36,000litre capacity tanker, the largest in the Exol fleet. The truck is also specially fitted with pumping and metering equipment.

Exol's fleet of vehicles features 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 & rail.

The company's dual-purpose vehicles also operate pumps and meters as well as tail lifts to assist customers further with pallet deliveries.

Exol Lubricants owns and manages its fleet of vehicles, all of which are operated by fully trained Exol employees.

Furthermore, each vehicle in the fleet will be branded with Exol's distinctive company logo.



**Steve Dunn said: "As our business grows, so too must our infrastructure and the acquisition of new vehicles is just another example – in addition to product, production and customer service – of where we are investing in our business to support customers more effectively than ever before. "It is also exciting to see the Exol brand imagery featured across the fleet and this is part of a wider strategy to increase the awareness of the brand throughout the UK and abroad."**

**“**  
*We are investing in our business to support customers more effectively than ever before*  
**”**  
**Steve Dunn**  
 Sales Director

## Exol Sponsors Worcester Warriors Full Back Chris Pennell

Exol Lubricants is powering Worcester Warriors and full-back Chris Pennell in the forthcoming Rugby Union Aviva Premiership season 2013-14.

The company is supporting its local rugby team with sponsorship that will be displayed throughout the Sixways Stadium, in particular the East Stand.

In sponsoring Warriors full-back Chris Pennell, the Exol brand will be displayed proudly in every match-day programme and on the Worcester Warriors website. It will also appear on Sixways' 'big screen' during team announcements.

Steve Everitt, Exol Lubricants managing director, said: "We're extremely proud to be sponsoring our local Rugby Union team Worcester Warriors and also home grown star Chris Pennell.

The Exol brand is becoming increasingly well known in the UK and aligning it with Worcester Warriors provides us with a great opportunity to promote the company and its superior quality products.

"The coming season is going to be very exciting for Warriors fans and we're delighted that both Exol and its customers can be a part of it."



## Jonathan Hoole becomes new Exol Operations Director



**Exol has promoted Jonathan Hoole to the role of Operations Director.**

Hoole joined Exol in 2010 as Operations Manager, having spent eight years working in operational management in the Italian manufacturing sector. He has already made an impact in his new role at Exol, working with suppliers to reduce lead times from two weeks to two days and will be instrumental in overseeing the £2million Wednesbury site redevelopment.

As Operations Director, Hoole will be responsible for implementing a process of continuous improvement, co-ordinating operations between the Wednesbury and Rotherham sites and for implementing lean production processes, in order to reduce waste from the organisation.

Hoole has a 1st class honours degree in Mechanical Engineering from Brunel University and an MBA from Hull University. He also has a Masters in Lean Management from a leading Italian Business School and is a Chartered Mechanical Engineer.

Commenting on his new role, Hoole said: "My aim is to create a business with excellent operational processes enabling us to be the world's best – and most efficient – producer and supplier of lubricating oils."

Exol Lubricants Sales Director, Steve Dunn, added: "Thanks to the processes Jonathan has implemented, customers have already seen a visible improvement in our exceptionally high levels of service and availability. With his experience and knowledge, Jonathan will ensure we maintain these high levels of service throughout the Wednesbury site redevelopment."

“  
Follow Exol on  
Twitter  
@exollubricants  
on what  
promises to be a  
busy summer”

# Out and about with Exol Lubricants

## Exol exhibits at the recent InterTruck conference



Exol lubricants took the lead at the recent InterTruck brand conference, meeting with each branch of the commercial vehicle parts distributor to ensure they benefit fully from Exol's expanding range of products and services.

Darren Arnold and Mark Rosen (pictured L-R) discussed Exol's leading products & services, along with Exol Taurus Euro 5 10W-40, a new fully synthetic low ash, heavy duty, diesel engine oil formulated to meet the low SAPS criteria of Euro IV & V engines and is approved by Mercedes-Benz, Volvo, Renault, Mack, MTU and MAN.

**Follow Exol on Twitter @ExolLubricants for more information on what promises to be a very busy Summer.**

## Vehicle Focus: Optima LSV 5W-30 next-generation oil sets performance standards for Volkswagen Audi Group

Exol Lubricants has launched Optima LSV 5W-30, a new generation fully-synthetic engine oil, which is approved by Volkswagen Audi Group (VAG).

The super multi-grade engine oil is formulated using the latest developments in synthetic technology and this, coupled with the most up to date advancements in additive chemistry, is designed to set new standards in engine oil performance over extended oil drain intervals.

In addition to outstanding performance at high and low temperatures, Optima LSV 5W-30 includes Exol's low SAPS (sulphated ash, phosphorus, and sulphur) additive technology to ensure effective emission and pollution control, thereby minimising environmental damage.

Optima LSV 5W-30 is formulated to meet the latest VW 504.00 and VW 507.00 specifications making it an ideal choice for nearly all models from Volkswagen, Audi, Skoda and Seat. Optima LSV 5W-30 ensures that a very high level of engine cleanliness is maintained along with the best possible protection of components.



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