

fluid



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

The Newsletter of Exol Lubricants Ltd

Issue 2 | 2014



COMING SOON
VRM LOOKUP

EXOL WINS CAT
SUPPLIER OF THE
YEAR 2014



Full story page 2

EXPORT
BUSINESS GROWS
Throughout 30 countries



Celebrating 30 years of Excellence in Lubricants

Lubricants industry embraces VLS in bid to raise standards – full story page 6

Visit
www.exol-lubricants.co.uk
 to see the latest
 product approvals for
 Exol products.

Exol celebrates 30 years of oil production in Midlands

Exol Lubricants is celebrating 30 years of oil production in the Midlands.

In its anniversary year 2014, Exol has notched up the award for best supplier at the CAT awards (see below) and has reached the final of the Express & Star Business Awards in the category of manufacturing champion. The awards ceremony for this will take place in May and news of the result will appear in the next issue of Fluid.

Exol's Wednesbury facility holds four million litres of finished product and houses Exol's trained Internal Sales Team, each dedicated to specific customers and ready to answer any question.

The site contributes to Exol's 74million litres of oil produced annually. Exol is also one of only a few process companies to operate "Kanban" manufacturing, which originates from Toyota. Kanban is a scheduling system for controlling the logistical supply chain to ensure lean and just-in-time production.

Steve Everitt, Exol Lubricants managing director, said: "30 years of oil production in the Midlands is a marvellous achievement for everyone involved at Exol Lubricants and demonstrates our continued investment in high quality manufacturing in the area."

And the winner is....

CAT
 AWARDS
 SUPPLIER OF THE YEAR
 2014

Exol Lubricants has won Supplier of the Year at the Car & Accessory Trader (CAT) magazine 2014 awards.

The CAT awards are one of the largest of their kind in the automotive industry and Exol was the only oil and lubricants company nominated against six other leading automotive suppliers.

Exol emerged victorious having received the most votes, following a successful campaign that encouraged customers, local businesses and people to vote for the company.

Part of this campaign involved highlighting Exol's intense activity in the past few years. The company has introduced a number of new products and services and invested £2million in the redevelopment of its Wednesbury site, in order to create a more efficient, economical and environmentally friendly manufacturing facility.

Exol Lubricants' Rotherham site has also had a new weighbridge installed and boasts the very latest laboratory equipment, designed to ensure Exol products are of the highest quality.

The CAT awards ceremony took place on 7 February at Twickenham Rugby Stadium, West London. Steve Dunn, Exol sales director, collected the award and said: "This is a remarkable achievement and we would like to thank everyone that took the time out to vote for Exol Lubricants.



This award is in recognition of how we continue to develop and grow as a business, striving to offer the highest quality products coupled with the best possible customer service and support."

The CAT magazine awards is part of media giant Haymarket Media Group. Car & Accessory Trader is a leading business magazine aimed at the UK automotive aftermarket. Launched in 1979, CAT is widely regarded as the aftermarket's most reliable source of information, business advice, news and views.



Harwoods choose business partners who can deliver quality products that meet the demands of our expanding customer base – Exol has the products and the desire to work with us. The service levels we receive are excellent.

Barry Wiggins
 Harwoods





Export business grows throughout 30 countries

Exol Lubricants, the UK's largest independent lubricants blender, has grown its export business and now supplies more than 30 countries worldwide.

For 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.

Exol is equipped to meet each customer's different requirements and challenges and 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.

The entire Exol business is at the disposal of its export customers, from senior management to research and development to logistics. Having invested heavily in its fleet of forklifts and with two bespoke loading ramps, Exol has the capability at its UK sites in Wednesbury and Rotherham to suitably load 20 and 40ft containers efficiently, ensuring no downtime in the delivery process.

Each Exol export customer also receives regular visits and enjoys the same benefits a UK customer experiences including: 24hour response times to emails, full technical support and training. All of these benefits are designed to ensure that Exol is extremely easy to deal with globally.

As the company continues to expand its reach worldwide, Exol is keen to grow its export customer base further in order to meet growing demand, particularly from automotive and commercial vehicle sectors.

Steve Dunn said: "Exol is one of the fastest growing lubricants suppliers and we've grown our export footprint over a number of years. There are some fantastic opportunities for new customers – either new businesses or existing ones looking to add a new revenue stream – who will benefit from the experience of our market leading export management team and high quality product range."

Exol manufactures a range of lubricants and associated products for industrial, agricultural, automotive, marine and off-highway applications. It is in complete control of the production process and committed to total quality management from design to production, distribution to customer support. Both its sites in the UK adhere to the internationally recognised ISO-14001 environmental certification standard.



Keltruck requires an oil and lubricants partner that provides products of the highest possible quality, backed up by leading technical support and customer service. Exol Lubricants exceeds these requirements



Andrew Bentley General Manager - Marketing & Business Development, Keltruck Ltd.

Exol welcomes IRAQ Government

Exol Lubricants has played a key role in promoting the professionalism and integrity of its manufacturing expertise and the UK lubricants industry to representatives of the Iraq government. The visit to Exol's bulk blending plant in Rotherham was designed to provide an understanding of Exol's blending and laboratory procedures following the company's first order to the Iraq government.

Exol's Rotherham facility is ISO-14001 accredited having successfully implemented an effective 'Integrated Management System', which focuses on reducing, reusing and recycling waste, as well as using energy efficiently.

The site also uses canal barge transport to move raw material from Hull to Rotherham on the River Humber. In doing so, Exol is able to transport approximately 500 tonnes of raw material per barge, the equivalent to more than 20 road tanker deliveries.



Exol has launched a new heavy duty rail and off-highway diesel engine oil – **Taurus Extreme HST 15W-40**

WHAT THE PRESS ARE SAYING...



Exol keen on lean manufacturing with visit to JLR

Connecting Industry,



Exol responds to Car Mechanics – the pursuit of quality

Car Mechanics



Exol introduces new shear stability test equipment

Exol Lubricants has introduced new shear stability test equipment that helps ensure oil quality is maintained by simulating engine conditions and measuring changes in the oil's viscosity.

The new shear stability machine measures the key properties of viscosity index improvers in finished lubricants. As Exol produces its own liquid viscosity index improvers from solid polymers, this equipment plays an important role, ensuring the production of quality oils is consistently high.

The equipment is calibrated using a special reference oil and then a sample of the oil is tested by passing it through a diesel injector nozzle and fuel injection pump system.

This is done for 30 or 90 cycles depending upon the oil specification. If the oil suffers any loss in viscosity as a result of being sheared it must be small enough for the oil to stay within its stated SAE viscosity grade.

In the past 12 months Exol has also upgraded its laboratory equipment to include a Noack Evaporator and an Inductively Coupled Plasma (ICP) machine.



Dual pump facility now available from Exol's fleet

Exol has added two new trailers to its fleet of vehicles, with a further three planned for late April.

Two rigid units have also been added and one new articulated truck has also joined the Exol fleet of vehicles.

The new units will be able to offer customers dual pump filling capabilities of both lubricants and also anti-freeze.

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

The fleet includes brand new Scania trucks capable of transporting a 34,000 litre capacity tanker, which is specially fitted with liquid pumping equipment.

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.

Website to enhance user experience

Visitors to the Exol website www.exol-lubricants.com will notice some significant changes in the coming months, designed to enhance a user's experience and provide the most up to date and accurate information on the UK's largest independent oil blender.

With an expanding news facility, as interest and awareness in Exol continues to rise, the site now features products



that have been approved by Original Equipment Manufacturers (OEMs) for use. Users simply click the name of the oil for more specific information.

Customers will be notified of any website changes in forthcoming issues of Fluid.

A VRM look-up and MMI (make & model index) will also be introduced shortly.

Exol upgrades barrels

Exol Lubricants has made further improvements to its product packaging. The company has unveiled new corrugated oil barrels that add additional strength. The blue barrels will contain Exol's mineral grades and the existing silver barrels will feature synthetic grades of oil.

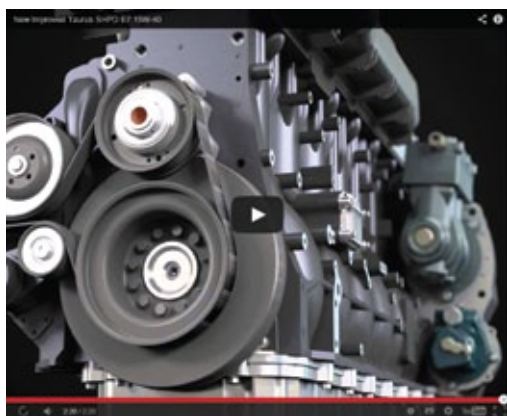
Barrels will be labelled on the top and side and feature product descriptions and bar codes, in order to help with identification.



Heavy duty oil hits the big screen

Exol Lubricants, the UK's largest lubricants blender, has launched a new Taurus SHPD E7 15W-40 heavy duty diesel engine oil, formulated to meet the severe lubrication requirements demanded by commercial vehicles.

The new oil has its very own video to demonstrate its benefits, which is available via YouTube and on the Exol website at www.exol-lubricants.com



The use of poor quality oils can have serious repercussions for a vehicle operator such as reduced engine efficiency, oil starvation and potential engine failure.

Exol's Taurus SHPD E7 15W-40 is a high performance heavy duty diesel engine featuring a blend of solvent refined base oils, viscosity index improvers, pour point depressants and one of the most innovative additive systems to be developed in the last few years. It is approved by Cummins, Volvo, Renault and Mack.

Meeting API CI-4/SL and the latest ACEA E7 sequences, the new engine oil exceeds the requirements of Euro 4 and certain Euro 5 engines and works on trucks and buses used for inter-city or long haul operation, as well as off-highway applications where piston cleanliness, oxidation resistance and wear protection are equally valued.

Exol Taurus SHPD E7 15W-40 not only protects the engine crankcase, but also helps to ensure less turbocharger deposit build up than standard ACEA E7 products.

The new engine oil also provides good sludge and soot control, leading to reduced engine wear and increased efficiency levels. Following extensive research and development, Exol reports a typical 58 percent improvement in soot strip test compared with conventional E7 chemistry.

Exol makes bulk orders light work with new IBCs

Exol Lubricants is now supplying bulk orders of up to 1000 litres in new intermediate bulk containers (IBCs), as the company continues to make improvements to its distribution process.



Exol first to adopt new label regulations

Due to the introduction of the new Classification, Labelling & Packaging (CLP) regulations, Exol Lubricants is updating the labelling of many of its products.

The CLP Regulations ensure that the hazards presented by chemicals are clearly communicated to workers and consumers in the European Union through classification and labelling of chemicals.

Before placing products in the market, Exol establishes the potential risks to human health and the environment of such substances and mixtures, classifying them in line with the identified hazards. Hazardous products will also be labelled according to a standardised system so that workers and consumers know about their effects before they handle them. Hazards will be communicated through a set of standard statements and pictograms on labels and safety data sheets.

In addition to the pictograms, hazard statements will also be given on the product label identifying the nature of the hazard of the product.

WHAT THE PRESS ARE SAYING...



Exol joins VLS to promote transparency

Tyre Guru



Exol Lubricants agrees supply contract with First Bus

Garage & MoT



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.

Will parts quality debate spill over into lubricants industry?

In the automotive industry, a debate is raging about the supply and fit of original quality parts vs aftermarket parts.

On the one side, the Original Equipment Suppliers Aftermarket Association (OESAA) is arguing that only by using parts from OE suppliers that have been made & tested to vehicle manufacturer specifications can you be 100% confident that they will fit first time, every time. As you can imagine, suppliers of aftermarket products have responded with force.

The lubricants industry can be applauded for policing itself more effectively. The timely creation of the independent Verification of Lubricant Specifications (VLS) organisation, aimed at bringing about greater transparency to the lubricants market, has once again demonstrated our commitment to maintaining high standards.

The choice for both mechanics and consumers is confusing when it comes to selecting the correct oil for a vehicle. But, there are solutions to this disarray and Exol Lubricants, as the UK's largest oil blender, has taken serious steps to eradicate this confusion.

VLS is a subsidiary company of the United Kingdom Lubricants Association (UKLA) – of which Exol is already a member – and is committed to promoting the importance of lubricant quality and performance specifications in the UK. It provides a credible and trusted means of verifying lubricant specifications and has embarked on a drive to raise awareness at both consumer and trade levels.

The remit of VLS also includes responding to complaints about lubricant products by independently investigating and checking compliance to industry standards and performance claims within the UK marketplace. It will engage with market participants and the relevant authorities and industry bodies to pursue incorrect or false product quality standards.

So, if a product specification or performance of any oil is questioned, VLS is there to carry out a full and independent investigation or to pursue quality standards if they have been breached.



What does VLS do:

- Respond to complainants by independently investigating and checking compliance to industry standards and performance claims within the UK marketplace.
- Engage with market participants and relevant Authorities and industry bodies to pursue incorrect or false product quality and standards, with focus being placed on education and/or undertaking of remedial action to improve compliance.
- Ensure its engagement incorporates a 'right of reply'
- Raise market awareness through publicly reporting findings from its investigations on the quality of lubricants sold in the market.
- Promote the importance of lubricant quality and performance specifications within every UK lubricant market.
- Advise VLS members, VLS participants, industry bodies and relevant authorities on case outcome.
- Where remedial or corrective action is not undertaken, VLS will provide relevant information to industry bodies and relevant Authorities to take necessary action.

What are the objectives:

- **Greater effectiveness in achieving compliance**
- **Objective, credible and cost effective process**
 - single focus on task with appropriate checks and balances
 - established and tested process
 - anonymity and confidentiality maintained
- **Complete Independence**
 - independent sampling and testing
 - independent investigation and report
- **Access to wider industry expertise**
 - case anonymously and independently reviewed by panel of industry experts
- **Ability to engage industry participants and drive corrective action**
 - independent organisation avoids competitive issues
- **Communication to wider industry audience**
 - greater share of "voice" and ability to reach out



Consols have dealt with Exol for more than 20 years. The range is large and delivery is good. Prices are competitive and technical backup is excellent. A good 'British' made product with excellent credentials!

Geoff Smith, 
Consols Oils

Exol Lubricants powers Royal Barge

The ‘Royal Nore’ – the exclusive luxury passenger boat that is famous on the nation’s capital River Thames – is now using Exol Lubricants. The prestigious craft is being filled with Exol’s Taurus SHPD E7 15W-40 lubricant.

Supplied to Woods Silver Fleet by the authorized Exol distributor, Thames Hose & Couplings, Taurus SHPD E7 15W-40 is a high performance, heavy duty diesel engine oil formulated to meet the severe lubrication requirements demanded by many leading engine manufacturers. It has been approved by major OEM’s such as Cummins, Volvo, Renault and Mack.

Taurus SHPD E7 15W-40 comprises a blend of solvent refined base oils, viscosity index improvers, pour point depressants and one of the most innovative additive systems to be developed in the past few years. It is the first choice for a wide variety of engines as the lubricant offers piston cleanliness, oxidation resistance and wear protection.

The ‘Royal Nore’ is available for hire and has a five star restaurant onboard. The barge itself holds up to 30 guests. It is an extremely popular venue for gatherings, celebratory dinners and reception drinks.



The interior of the luxury boat has recently been refurbished, maintaining its high quality, traditional craftsmanship throughout. The craft navigates the Thames taking in all the major sights and landmarks including The Houses of Parliament, Shakespeare’s Globe, Tower Bridge and down to Greenwich and the O2 arena.

Steve Dunn said: “As a UK manufacturer, it’s extremely pleasing to see our products being utilised in such a way and demonstrating their benefits and versatility. It also highlights our expanding and diverse customer base, which sees our high quality products supplied into many sectors including automotive, commercial vehicle, off-highway, agricultural, rail and of course, marine.”



Exol has always been pro-active with product improvements. With the recent gains in product approvals, this has helped us when competing against lesser quality products in the marketplace. It’s the small things that make the difference. I can make a phone call and whatever my request is, it’s dealt with in a professional manner.



Richard Harrison,
Harrison Oils

Rail engine protection gets Extreme for HST

Exol Lubricants, the UK’s largest independent oil blender, has launched a new heavy duty rail and off-highway diesel engine oil – Taurus Extreme HST 15W-40 – that incorporates next generation additive technology bringing about significantly improved performance compared with traditional lubricants.

The new oil has been specifically formulated for trains and off-highway applications where excessive soot generation from the engine can be a problem. Taurus Extreme HST 15W-40 provides greatly enhanced soot handling properties and increased protection to critical components such as main bearings, turbochargers and valve trains. It also offers improved flow through oil filters, preventing by-pass and associated problems from occurring.

Approved by German engine manufacturer MTU, Taurus Extreme HST 15W-40 provides greater protection to engine components as a result of its improved anti-wear properties and its enhanced low temperature pumpability means much quicker oil circulation in cold conditions. These benefits lead to reduced downtime due to unscheduled maintenance.

Taurus Extreme HST 15W-40 is available in bulk road tanker deliveries, 205L barrels and 25L drums.

Exol Lubricants offers a range of products for rail and off highway applications including engine oils, gear and transmission oils, hydraulic oils, greases and ancillary products.

Congratulations Richard

Exol Lubricants’ Richard Ellis has achieved a MBA (Master in Business Administration) with merit from the University of Sheffield.



Richard has been with Exol Lubricants for ten years, working his way from the Technical & Quality Department to become the Operations Manager at the Rotherham bulk blending facility. As part of Exol’s philosophy of investing in people, the company sponsored Richard on a three year MBA programme at the University of Sheffield.

Commenting on his achievement, Richard said: “Exol has given me some wonderful opportunities and the support received through my MBA was fantastic. As a growing company, Exol has been open to implement the ideas and improvements that the MBA has generated and, as a result, the implementation of my dissertation project on lean materials handling in a bulk process environment is going really well.”

Jonathan Hoole, Exol Operations Director, added: “We are very pleased that Richard has achieved a MBA after all his hard work over the past three years. Richard is continually implementing industry best practices at the Rotherham blending plant and we are already seeing the benefits.”

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

Exol continues Karting 4 Heroes Sponsorship

Exol Lubricants, the UK's largest independent oil blender, is continuing its sponsorship of Karting 4 Heroes, which will take place on **Saturday 10 May 2014**

Steve Dunn, Exol sales director, said: "Karting 4 Heroes is a great event to be involved in and highlights the very many ways contributions can be raised for good causes, in this case Help for Heroes."

Karting 4 Heroes is a 3hr kart race in support of UK military charity Help for Heroes, which provides help, care and support for wounded military personnel and their families.

The event is held annually at Buckmore Park in Chatham, Kent and is open to teams with drivers of all abilities from karting novices to professional drivers.

Also, after each race, Karting 4 Heroes holds an auction and raffle, which over the years has seen some excellent donations of items by individuals and companies alike. Items that have been donated in the past have included the following: A signed David Beckham shirt, signed Red Bull race cap (Vettel and Webber), Pressure Washer, Brands Hatch Hospitality race weekend tickets, Signed Books, Assorted tools, driving experiences (Mercedes, Kart and Drift) and hotel accommodation.



Redevelopment Update



The footings have been established and the steel frame is now in place

Exol's head office and manufacturing site redevelopment is starting to gather pace and at the time of going to press, the landscape is looking markedly different than these pictures suggest.

Exol is completely overhauling the current site to create a more efficient, economical and environmentally-friendly manufacturing facility.

This includes 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.

CAT AWARDS
SUPPLIER OF THE YEAR
2014



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