

fluid

The Newsletter of Exol Lubricants Ltd



EXCELLENCE IN LUBRICANTS

Issue 4 | 2015

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



BUSINESS OF THE YEAR
Exol scoops Big Award

EXPORT NEWS
Exol expands trade

OIL STARVATION
Read about the facts



Exol wins highest accolade at Express & Star Business Awards 2015

Exol Lubricants has won the top award of Business of the Year 2015 at the Express & Star Business awards. The oil blender also took home an award for its export success.

Taking place in the Ringside Suite at Wolverhampton Racecourse, a sell-out crowd of 440 people witnessed the UK's largest independently owned oil blender take the top award and also the prize of Exporter of the Year, being praised for its success in winning work overseas and creating and maintaining long term partnerships with customers.



Exol Lubricants sales director, Steve Dunn, collected the awards. He commented: "To win two awards is amazing and a credit to all the Exol staff at Wednesbury and our sites in Hull and Rotherham. People make business and we've invested in all areas of Exol to ensure we empower our staff to provide the very best products and services to customers at home and abroad.

Express & Star judges visited Exol on two occasions as part of the judging process for the awards. In their summary, the judges praised Exol, saying they were impressed by the firm's investment in its community, buying where possible from local suppliers, which "ensured this was a business that had made a difference".

The event featured 12 awards and 37 finalists highlighting the region's industrial and commercial talent in the biggest Express & Star Business Awards to date. It also raised over £2000 for the charity of the night, Headway Black Country.

Event compere Nick Owen, the veteran Midlands Today TV presenter, described the 37 finalist companies as 'the cream of the crop', saying: "The purpose of this evening is to celebrate everything that is great about the business community here in the Black Country and south Staffordshire."

Wednesbury £2.5million redevelopment completed

Exol Lubricants has completed the latest £2.5 million redevelopment of its 120,000sqft Wednesbury production facility, which has seen the introduction of a new warehouse, new laboratory and fleet wash facility.

The project, which has taken 18 months to complete, involved the demolition of a dilapidated Victorian building and the construction of a new purpose built environmentally friendly and energy efficient premises, fitted out with high level racking to aid the storage of Exol products before distribution.

The oil blender's Wednesbury facility now features a new entry / exit junction and vehicle wash facility. A rainwater harvesting system has also been installed to improve the company's environmental performance – rainwater will be used in the cleaning of the site and Exol vehicles.

The completion of the Wednesbury production facility has sat alongside other investments in the business, namely a £350K investment in Microsoft Dynamics integrated system and £1.5million expansion in its dedicated fleet of tankers & curtain siders.



Steve Dunn, Exol sales director, said: “Without having to relocate, we have completely transformed our production facility and at the same time invested in other key areas of the business such as computer systems and vehicle fleet. With greater storage capacity, new laboratory and quality control facility, we have been able to ensure customers continue to benefit from working with a supplier that is in complete control of its production process and, as a result, offers an even greater level of customer service through being able to react quickly to any requirements.”

Exol employs 110 staff across four strategically placed UK locations. The company's Wednesbury head office and production facility is critical to its operations, storing more than four million litres of finished product and allowing for the fulfillment of bulk orders. The facility at Wednesbury also comprises small pack filling lines for five and one litre bottles and later this year Exol will be installing a new 8 head filling line to cope with increased demand for the Exol brand.



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Exol makes screen debut in ITV's Barging round Britain with John Sergeant

Exol Lubricants hit the small screen this year with an appearance on ITV's prime time programme Barging Round Britain with John Sergeant.

Exol makes effective use of the waterways and canal networks, regularly transporting 500 tonnes of raw material – equivalent to more than 20 road tanker deliveries – from Hull docks to its bulk blending plant in Rotherham.

In episode three, which was aired in 27 February, programme host John Sergeant joined the Exol team on the Humber Princess (approximately 200 feet long), led by Skipper Duane Ball, and travelled along the river Humber before disembarking at Goole.

Barge transport is more energy efficient, produces less air pollution with lower emissions and is safer overall, with fewer accidents, fatalities and injuries. Where road travel is essential, Exol maintains one of the most economical fleets on UK roads, having recently invested £1.5million in new Scania trucks.

Steve Dunn said: "It was great to play a part in Barging Round Britain as it gave us another opportunity to highlight our use of the waterways, which is vitally importing to the running of our business.

"We are seriously committed to achieving the highest environmental and quality targets and continue to prove that we can make effective use of the waterways while still ensuring the highest levels of customer service and product quality."



O'Shea returns to Exol

Exol Lubricants has appointed Joe O'Shea as general manager of its Wednesbury production facility.

Joe has more than 30 years' experience in the automotive industry, having begun his career at Land Rover serving an engineering apprenticeship. After 12 successful years, he then moved to Birmingham based van maker LDV and occupied various managerial positions. In 2010, he enjoyed his first role at Exol Lubricants as operations manager before leaving two years later to join pressing supplier Sertec in a directorship position.

At Sertec, he was instrumental in doubling the Coleshill plant's turnover and implementing new product ranges to support vehicle manufacturer Jaguar Land Rover.



In his new role at Exol, he will be responsible for all production and distribution processes at the Wednesbury site, which stores four million litres of finished product and houses bulk packaging and small pack filling lines.

O'Shea said: "I'm delighted to be back at Exol. The lubricants sector is highly competitive and we need to be at the "top of our game" in order to meet customer expectations. Furthermore, we want to work even closer with customers to ensure we remain flexible and react quickly to their changing requirements."

Kirkwood Joins as ASM

John Kirkwood has joined Exol Lubricants as area sales manager, operating out of Scotland.

With more than 32 years in the lubricants sector and having worked for a number of high profile lubricant companies, he is tasked with growing the Exol brand in Scotland and identifying new markets and opportunities for the company.

Kirkwood said: "I'm excited at the possibilities a growing brand like Exol has and will work to exploit its potential in multiple markets and sectors."

Inside Exol

Race for Life

Exol's QHSE Manager Emma Farrelly has completed the Race for Life raising much-needed funds for Cancer Research. Having only decided to do the event two days before the race, Emma raised an excellent £130.

The race for life 5K run took place around Sandwell Valley. Emma said: "It was a thoroughly enjoyable experience and despite some poor weather conditions, everyone had great fun. I would like to thank all those people that sponsored me."

Exol's Newlyweds

Two Exol members of staff enjoyed weddings recently. Exol's Samantha Gordon married on 31 July at Dunchurch Park, Rugby.

And, Exol's Export Co-ordinator and sales analyst Alison Morris also got married on 29 November 2014. Congratulations to them both.

Allison also passed with Credit the Advanced Certificate in International Trade (ACIT). The ACIT focuses on the practical aspects of International Trade and consists of four modules, demonstrating a detailed knowledge of the principles, procedures and documentation of International Trade.

Happy Birthday George – 80 Years young



Exol Lubricants would like to applaud George Kidd of Kidd Lubricants as he celebrates his 80th birthday this year.

George took early retirement from farming in 1996, but this was short lived and in the same year began distributing lubricants with his son Douglas.

George and Douglas – based in Enniscorthy, County Wexford, Ireland – have been successfully promoting the Exol brand and products for more than 15 years.

George and his Exol-liveried van deliver all pack sizes from IBC's to 1litre whenever customers need them. From the first order at 7am to the last order at night, George has built up an enviable reputation of supplying Exol's high quality range of lubricants and associated products.

Steve Dunn, Exol sales director, said: "George's work is nothing short of inspirational and, as a supplier, we will do whatever we can to support his efforts. We look forward to many more years working together."

Rye Oil has become an authorised distributor of Exol Lubricants

The company is a local independent supplier of domestic and commercial fuels and lubricants for Kent, Surrey and Sussex and supplies all types of engine oils, hydraulic oils, gear oils, tractor oils, cutting oils and chain oils.

Rye Oil also delivers bulk heating and gas oil and supplies and installs oil tanks to locations in and around Kent & East Sussex.

The appointment of Rye Oils is part of Exol's wider strategy of growing its customer base in all sectors, backed up by the company's OEM approvals drive.

Exol MD Everitt wins Multisol Golf Day 2015

Exol Lubricants Managing Director Steve Everitt continued the company's winning ways by taking home the winners trophy at the Multisol Golf Day 2015.

The annual event, which took place recently at Celtic Manor, Newport, was attended by more than 60 people.

Everitt said: "It was a fantastic, well organised and hosted event and I was obviously delighted to win the tournament, which I will look to defend in 2016."

Chemodex Charity Golf Day



Exol Lubricants was the main sponsor for the second year in succession at the Chemodex Charity Golf Day, held on Friday 25 September at Worksop Golf Club.

Alongside the event, Chemodex supported Clive Harvey's charity bike ride, as he cycled the length of the UK from Lands End to John O'Groats, all in aid of Ashgate Hospice, Chesterfield.

The golf day included a prize raffle and secret auction. Golfers enjoyed an 18 hole round of golf followed by a meal and evening prize giving. In total, the event and bike ride raised more than £10,000 for the charity.

Steve Dunn, Exol sales director, said: "It was great to once again be supporting the Chemodex Charity Golf Day as they raised more than £10K for the Ashgate Hospice Chesterfield. The event was a fantastic experience for all those attending and we are delighted to be main sponsor for the second year in a row."

Worksop Golf Club was founded as a private golf club in 1914. The course is regarded as one of the outstanding courses of the area in both difficulty & quality.

The Exol team also took home the trophy at the GROUPAUTO golf day, held on 1 October. More details next issue.



The truth about oil starvation

Turbochargers are very reliable: less than 1% of turbos fail due to a manufacturing fault with the turbo itself. But, 95% of turbo failures are because of problems with oil starvation, oil contamination or foreign object damage. Here, BTN Turbo explains why...

Why does oil starvation damage turbos?

As turbochargers can operate at over 6,000 revs per second (360,000 rpm) and endure temperatures of 950°C, turbo bearings are under great stress. The turbine shaft and bearings rotate in a thin film of oil. If oil is not present at start-up and while the turbo is running, the bearings will fail. Running a turbo without oil for five seconds is as harmful as running an engine without oil for five minutes.

While it is important to check the engine oil pressure meets the manufacturer's specifications, it is even more critical that the oil feed pipes to the turbo are clear and clean, so you are certain they can supply oil at the correct pressure.

What causes oil starvation?

- Low engine oil level in the sump.
- A bent or kinked oil feed pipe.
- Carbon deposits (coking) in the oil feed pipe.
- Blockage caused by applying silicone to the oil inlet gasket.
- Incorrect oil inlet gasket restricting oil supply.
- A blocked, damaged or poor quality oil filter.
- Worn oil pump.
- Failure to prime the replacement turbo with oil during fitting.
- The engine not being used for long periods, particularly in cold weather.



Preventing turbo failure caused by oil starvation

Do not use silicone on oil gaskets; it can easily become detached and block oil passages

Clean or replace oil inlet pipes to eliminate any carbon deposits or sludge that could restrict oil flow to the bearings.

It is important to check the oil pressure and oil supply to the turbo.

Always use fresh oil and new oil filters as recommended by the engine manufacturer when fitting a new turbo.

BTN Turbo supplies brand new replacement turbochargers, made by the original manufacturers to the highest quality standards. Though we confidently guarantee them, our standard warranty does not cover turbocharger failure caused by oil starvation.

“Always use fresh oil and new oil filters as recommended by the engine manufacturer when fitting a new turbo.”

Facts to remember...

Turbochargers are very reliable: less than 1% of turbos fail due to a manufacturing fault with the turbo itself.

95% of turbo failures are because of problems with oil starvation, oil contamination or foreign object damage.



Exol sponsored Chris Pennell stars in championship play-off final

Exol sponsored Chris Pennell, full back for Rugby Union's Worcester Warriors, was one of the stars in the team's championship play-off final, which saw the club make a triumphant return to the premiership.

After winning 29-28 in the first leg at Bristol's Ashton Gate, Worcester led 16-6 at half-time with Chris Pennell on the score sheet. Bristol then took control but a penalty try and Pennell's effort in the dying seconds of the game, converted by Ryan Lamb, made it 30-30 on the night and 59-58 on aggregate, sending the Sixways crowd into hysteria as the team sealed its promotion to the premiership.

Exol Lubricants is a long-term supporter of Worcester Warriors and the Sixways stadium features Exol branding throughout. The Exol brand, which has recently been completely redesigned, is displayed in

every match-day programme and on the Worcester Warriors website <http://www.worcesterwarriors.co.uk> It also appears on Sixways' 'big screen' during team announcements.

The UK's largest independently owned oil blender has used its sponsorship of Worcester Warriors to best effect in 2015, entertaining customers on match days and holding meetings and events at Sixways Stadium, which boasts excellent conference facilities.

Steve Everitt, Exol Lubricants managing director, said: "The championship play-off final was truly remarkable and home grown star Chris Pennell was a major factor in the club's return to the premiership. We're delighted to be supporting our local club and look forward to an exciting season in the premiership."

Fluid Check Update

Exol's new fluid analysis service continues to help 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.

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.





EXPORT NEWS – Exol expands international trade with Algeria agreement

Exol Lubricants is delighted to announce a new milestone to its international expansion plans.

The company recently signed an exclusive agreement with Exol (Algeria). This exclusive and long-term agreement gives Exol Algeria the right to blend and market Exol products in its newly built blending plant located in Oran.

Exol Algeria has recently unveiled its new and modern 40,000 MT/year blending facility, which will enable the business to satisfy the growing demand for lubricants across Algeria.

Exol Algeria is part of the ISO-9 International Group – headed by M. Arezki Issiakhem.

M. Issiakhem said: “We are extremely proud to be part of the Exol family. The Algerian lubricant market presents an incredible opportunity for growth locally and internationally, hence our investment in a brand new blending facility, which will allow us to produce top quality lubricants made in Algeria.”



Exol's new ATF offers multiple vehicle coverage

Exol's new ATF offers multiple vehicle coverage.

Exol Lubricants has launched Autotrans Dexron VI, a new fully-synthetic automatic transmission fluid (ATF), specifically formulated for applications that require General Motors' (GM) Dexron VI ATF specification.

Dexron is the trade name for a group of technical specifications of ATFs created by General Motors (GM). The fluid specification for Dexron VI was first used as the GM factory-fill automatic transmission fluid for model year 2006. Ten years on, use of the specification is now widespread.

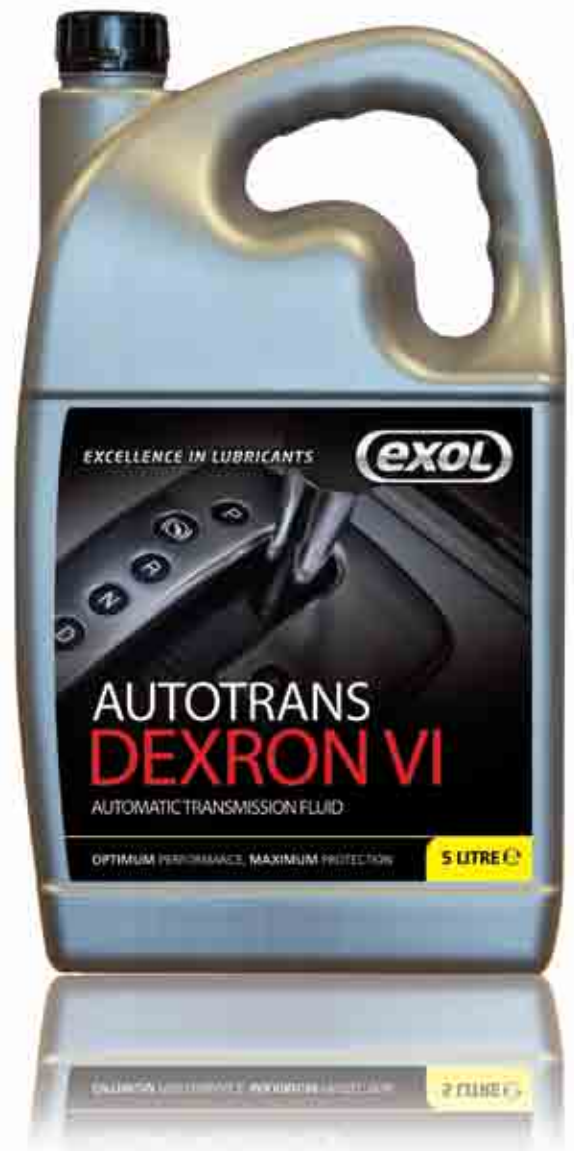
Exol's new version of the fluid is recommended for step type automatic transmissions and power steering units in cars, vans, trucks, buses and agricultural machines and is also recommended for "service fill" where OEM oils were originally required.

These include the following vehicle marques: Audi, BMW, Chrysler / Dodge, Fiat, Honda, Hyundai, Isuzu, Jaguar, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Peugeot, Porsche, SAAB, Subaru, Suzuki, Vauxhall, Volvo and VW.

Autotrans Dexron VI offers many advantages over more traditional automatic transmission fluids such as improved shear stability, excellent wear control and extended fluid life. In addition, the fluid is backwards compatible with previous GM Dexron specifications and contributes to improved fuel economy.

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

Full product specifications and a technical data sheet is available via the Exol website www.exol-lubricants.com





New Lab Equipment at Wednesbury

Exol has replaced many new pieces of lab equipment at its Wednesbury and Rotherham laboratories, to further strengthen the company's quality control, research and development processes.

Exol sales director, Steve Dunn, said: *"This new lab equipment is part of our continuous period of investment that has seen Exol invest more than £2.5million in a new production facility, vehicle fleet and product packaging."*

The Mini Rotary Viscometer, Houillon VH1 Viscometer Bath, Brookfield Viscometer and Automated TBN have all been added to the company's industry leading laboratories.



Exol's Houillon VH1 Viscometer Bath measures kinematic viscosity, which is the most common test done on quality control samples. Meanwhile, the Mini Rotary Viscometer (MRV) measures the low temperature pumping viscosity of an engine oil. **Just after a cold start, it is vital that the oil is pumpable from the oil sump to the engine parts. The MRV allows oils to be classified according to their ability to be supplied to the inlet of the engine's oil pump. Mechanical failures can occur if the oil's flow rate is too low to maintain adequate oil pressure.**



The Brookfield Viscometer measures the low temperature viscosity of gear oils and automatic transmission fluids. The test can be run at different temperatures depending on the grade, for example SAE 75W grades are tested at -40°C whereas SAE 80W oils are tested at -26°C.

Finally, Exol's latest piece of laboratory equipment is an Automated TBN machine. Engine oils need to have a base reserve in order to neutralise the acidic by-products of combustion and this is termed the Total Base Number (TBN).

Exol carries out several hundred TBN measurements every month both for quality control and for condition monitoring of in-use oils. This machine handles the solvents used, carries out the titration and removes the final mixture automatically, which cuts down greatly on operator handling of hazardous chemicals and also speeds up the test process.

“Exol carries out several hundred TBN measurements every month both for quality control and for condition monitoring of in-use oils.”

Hughes Bros wins iPhone 6

Hughes Bros was the lucky recipient of an iPhone 6 in the recent Exol competition.

Customers simply had to send in photos of the Exol £1.5million fleet to be entered into the competition.

Steve Dunn, presented the iPhone to the team at Hughes Bros, which is based in Oswestry, Shropshire. Since 1970, the company has been based at Smithfield Works providing sales and repairs for tractors / agricultural machinery and Land Rovers.

In 2009, Hughes Bros moved into new premises and opened its new parts department.



Exol has added more tankers and trailers to its fleet.

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.



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