

fluid

The Newsletter of Exol Lubricants Ltd



EXCELLENCE IN LUBRICANTS

Issue 5 | 2016

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

EXOL PRIDE SETS SAIL



CONTINUOUS IMPROVEMENT
Exol investment takes shape

FIT FOR PURPOSE
Donations made to charities

NEW!
Fleet system improves deliveries



“Exol Pride” Sets Sail

We’ve added a new barge, “Exol Pride,” to the North East Waterways, which will transport raw materials from Hull to our bulk blending plant in Rotherham.

Exol has been a long term user of the waterways, leading the oil and lubricants market by using an environmentally friendly option while transporting large loads. The company has been commended for its reduction in carbon footprint and has even featured in ITV’s Barging Round Britain, hosted by John Sergeant.

Exol Pride is part of our strategy in aligning the Exol brand with the company’s philosophy of supplying customers with the highest quality product, backed up by market leading support and service.



Where road travel is essential, we will continue to maintain one of the most economical fleets on UK roads, comprising 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.

Both Exol's bulk blending plant in Rotherham, South Yorkshire and Head Office in Wednesbury, West Midlands are ISO-14001 accredited.



Exol's **investment** brings benefits to customers...



Exol Lubricants has outlined more investment at its West Midlands head office and production facility.

With the objective of increased site efficiency, we will continue to provide an exceptional working environment that is capable of delivering the highest quality products and service to customers in the UK and abroad.

New for 2016 are two more Strong Arm filling machines, which are capable of filling 20, 25, 60, 205, and 1000 litre pack sizes. This investment will

increase capacity and flexibility in regards to production, making the entire process more efficient.

More telemetric gauges will be fitted to existing storage tanks and improvements made to the tank bunds and yard drainage system, emphasising our continued commitment to the environment.

Exol's capital investment plans for this year reflect that its customers and staff are its main priorities. The onsite developments will greatly enhance the service provided to customers, making it a lot more efficient.



Packing a 'small' punch

An additional 8-head Masterfil filling machine has been added to our West Midlands facility, enhancing the efficiency and production capacity of small pack products.

The Adelphi Masterfil machine is specially designed to offer flexibility of filling volumes, handling both low and high viscosity liquids.

The machine's adjustable nozzles enable the fill of products with variable speed filling capacity.

This investment is one of the many improvements Exol has been undertaking throughout all areas of the business.

As an independently owned oil blender, it's essential that we react quickly to customer demand. This investment cements Exol's position as a complete lubricants supplier, providing all oil requirements, from bulk production to small pack quantities.

Further developments have been made to our small pack production area, including an additional air receiver being fitted, a visual display board, a box handling system, creating a more comfortable and professional working environment.



Exol celebrates at Birmingham Post Business Awards

The 2015 Birmingham Post Business Awards ‘highly commended’ Exol in the categories of manufacturing business and export business of the year.

The award ceremony hosted 650 people at the ICC in Birmingham in November, celebrating fast-growing, local companies in the West Midlands.

The event proved a huge success, with Adil Ray – star of BBC hit sitcom Citizen Kahn – keeping the attendees entertained, ensuring the event was a thoroughly enjoyable night for all.

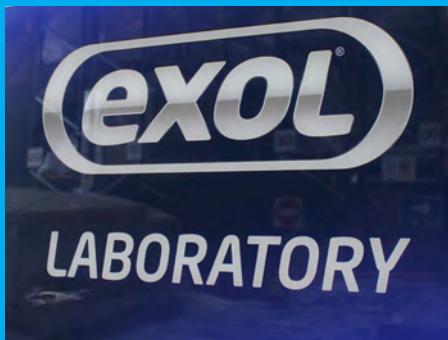
Thanks to generous donations, the awards evening raised over £5000 for military charity Fisher House, exceeding figures raised during all previous events.

Exol has enhanced its reputation as a successful supplier and exporter in a number of sectors, building long-term partnerships with customers and winning work overseas.

Birmingham Post is part of Trinity Mirror, which is one of the largest multimedia publishers in the UK and Ireland.

Exol’s lab receives further updates

Exol has added many new pieces of lab equipment at its West Midlands and Rotherham laboratories, to further strengthen the company’s quality control, research and development processes.





Clarke Oils continues to thrive

“A distribution business’ success is about great partnerships with both its suppliers and customers,” says Paul Clarke, Managing Director of Clarke Oil.

Alongside wife and business partner, Emily, Clarke Oil was established in 2007 with the vision initially to supply local end user businesses. Now 10 years on the company has prospered with significant growth in the Agricultural, Automotive, Commercial, Industrial & Plant/Off Highway sectors.

Through consistent support, Exol Lubricants has played a big part in this success and as a company Clarke Oil feels choosing Exol as a brand in the beginning has been one of the best decisions made.

Paul had spent many years in oil and lubricants distribution and felt choosing Exol as a partner for the business would ensure that the customer base would be well serviced with good quality oils and excellent technical support.

“The strength of our partnership enables us to be versatile enough to send products from 1litre to bulk

tank deliveries. Price is of course important to customers, but quality of product is paramount and Exol has this in abundance,” he says.

Exol is on hand to discuss all areas of the business and Clarke Oil feels this strong relationship elevates them above the competition. “At Clarke Oil we are able to offer technical expertise as an additional support to our customers, excellent customer service and fast delivery, all of which confirms that we are an Exol Distributor that customers can always rely on.”

“Our strong relationship with Mark Rosen – Area Sales Manager at Exol has undoubtedly helped to support our continued growth,” added Emily.

“Together with Exol we are always identifying new opportunities within different sectors of the business. We have also seen new offices, key infrastructure and new staff members implemented within the last 12 months. At Clarke Oil we feel that our plans moving forward with Exol by our side can only continue to be a winning formula.”

Exol's "grease lightening"

New lithium EP greases will now be available in a much lighter colour to give the products a more professional look, aligning it with global brands.

Exol's lithium EP grease range consists of multi-purpose, extreme pressure greases of different consistencies thickened with lithium soap and containing additives which impart both high and low temperature characteristics and chemical stability. The load carrying additive system is free from metals to improve environmentally acceptability.

Also included in the range are EP greases containing a solid lubricant, such as molybdenum disulphide or graphite, which provides protection under heavy loads. These solid lubricants bond to metal surfaces and help to prevent damaging metal-to-metal contact. Exol supplies a full range of EP greases for industrial, commercial, agricultural and automotive applications.

The changeover to lighter-coloured lithium EP greases is being made across all pack sizes, and therefore all customers can feel the benefit of this significant development.

New! Lube Shuttle

With the aim of offering customers the latest product innovation, Exol has launched Lube Shuttle.

Lube Shuttle is an exclusive patented system of 400gram cartridges designed to allow complete use of lubricating grease without leaking onto equipment, tools and clothing. This system offers the most advanced technology for easy, quick and absolutely clean manual lubrication.

The Lube Shuttle's screw-top cartridges keep reloads fast and simple, while the screw top fitting ensures absolutely clean handling.

Due to its design, Lube Shuttle leaves only a minimum residue of grease after use, which optimises the recycling of the cartridges and contributes to protecting the environment. Additionally, the type of grease in the shuttle is easy to identify and the implementation of a new cartridge is simplified.

To change the cartridge on a standard grease gun is a messy and time consuming process. In addition, there is always some residual grease in the cartridge, which is wasted.

Exol Lubricants will offer 3 products in Lube Shuttle.

- Lithium Complex HV 2 LS: Premium quality, heavy duty long life grease.
- Lithium Complex: Premium quality, multi-purpose long life grease.
- Libra EP 2: Premium quality, multi-purpose lithium soap grease



Exol upgrades oil to cover all Mercedes-Benz diesel cars with a DPF

Exol's new generation, fully synthetic, multigrade engine oil, Optima LSG 5W-30 (M409), has been upgraded to a more advanced additive package to now include all Mercedes-Benz diesel cars fitted with a Diesel Particulate Filter (DPF).

Optima LSG 5W-30 is a fully synthetic, multigrade engine oil produced using the most up-to-date developments in synthetic technology alongside the latest advancements in additive chemistry, setting new standards in engine oil performance.

Already covering a wide range of passenger cars, the upgraded additive package now also covers specification MB 229.52 and subsequently all Mercedes-Benz cars fitted with a DPF. It is also backwards compatible with both MB 229.51 and MB 229.31 applications.

Optima LSG 5W-30 has been specially developed to deliver exceptional performance, as well as providing full compatibility with emission control after treatment systems. Low SAPS (sulphated ash, phosphorus and sulphur) additive technology allows optimum performance of these systems, including particulate filters, which ensures a high level of continuous pollution control, minimising environmental damage.

Other benefits include: Compatibility with catalytic converters; guaranteed lubricant performance over extended drain intervals; fuel efficiency savings; high standards of engine cleanliness; long-term anti-wear characteristics and oxidation stability and exceptional high and low temperature performance.



Taurus Euro FE 5W-30 receives Scania approval



Exol has received the highly-sought Scania Low Ash approval on its Taurus Euro FE 5W-30 (M446) engine oil product.

Taurus Euro FE 5W-30 is a state of the art, fully synthetic engine oil designed to offer the user excellent fuel-saving benefits and deliver high performance. This is accomplished by using a synergistic combination of premium synthetic base stocks, specialised polymers and performance additives blended to an optimised SAE 5W-30 viscosity grade.

We have worked hard to ensure that the premium product is one of the best on the market and Scania's approval supports its proven, first-rate quality. Static engine tests and field trials have been successfully carried out, revealing that Taurus Euro FE 5W-30's chemistry is capable of improving fuel economy by

2%, resulting in significant cost saving benefits for a fleet operator's fuel bill.

Taurus Euro FE 5W-30 is also compatible with after-treatment devices fitted in modern heavy duty diesel engines such as diesel particulate filters and selective catalytic reduction units.

Covering a wide range of commercial vehicles, Taurus Euro FE 5W-30 is ideally suited for use in the most recent Euro emission engines and is also backwards compatible to older models. It is ideal for heavy duty fleet operators running a variety of vehicle types and ages looking to reduce fuel costs. Taurus Euro FE 5W-30 is not only well suited for use in trucks and buses but also in off-highway equipment such as large earth movers.



Charities benefit from Exol donations

Charities up and down the UK have benefited from Exol donations in the first half of 2016.

Following several employees announcing their intentions to participate in a variety of fundraising activities and adopt a healthy lifestyle in 2016, Exol has offered its full support, getting behind its staff to raise as much money as possible.

In the first quarter of 2016, Exol pledged £390 to the Alex Hulme Foundation for research into the causes and treatment of Non Hodgkin Lymphoma. There has been no government funding made available for Lymphoma in children as of yet and therefore every donation is essential for crucial research to be carried out.

The charity was set up in Alex's name, who sadly died aged just 12, having lost his six month battle with the illness, leaving his family and wide circle of friends on 5 September 2011.

Steve Dunn, Exol Lubricants sales director, said: "Having heard of the Alex Hulme Foundation, we were eager to raise as much as we could for the worthy cause and help to tackle this terrible disease. The Exol team were so enthusiastic about fundraising for this charity and were delighted to make a contribution."

David Hulme, Alex's father, said: "We'd like to offer our sincere thanks to Exol for considering the charity and donating generously. They've made a fantastic effort in raising awareness for the charity and supporting our cause."

- Exol has also supported Pirtek UK as it took on the Isle of Wight Challenge, walking 106km (66 miles) for Prostate Cancer UK on 30 April – 1 May. Pirtek recently participated in the Great South Run, raising more than £500 for its chosen charity and with the help of companies within the industry, including Exol, it has now surpassed its £2000 target for competing in the Isle of Wight Challenge.

Steve Dunn appointed as IAAF CV Committee Chairman

The commercial vehicle section of the Independent Automotive Aftermarket Federation (IAAF) has appointed Exol Lubricants sales director, Steve Dunn, as its new Committee Chairman.

Steve is widely recognised in the CV aftermarket. Gaining a wealth of industry experience from his current role of sales director at Exol Lubricants, he is eager to share his expertise with the council and work with IAAF to drive the CV section forward.

In his role, Steve will also become a member of IAAF council, a voluntary group of senior aftermarket executives that come together regularly to debate industry issues and set IAAF policy.

The IAAF supports the activities of the independent CV automotive aftermarket and offers guidance and advice where necessary. The federation will be leading the sector's presence at the upcoming Commercial Vehicle show.

Exol supplies a wide range of CV lubricants to meet the requirements of most modern trucks and buses, as well as covering older models too. This includes 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.

Wendy Williamson, IAAF chief executive, said: "We would like to welcome Steve to the IAAF council and we're confident his experience and expert knowledge of the industry will greatly benefit, not just the CV section, but the IAAF membership as a whole."



Exol's long service awards

Steve Everitt , Managing Director	25 years service
Darren Arnold , Area Sales Manager	25 years service
Paul Eastwood , Export Sales Manager	20 years service
Roy Conway , Area Sales Manager	20 years service



Rooster Racing gets off to a flyer!

It was at the legendary Nürburgring in Germany where Rooster Racing's Luke Taylor made his debut and now made his return trip to compete in the 2016 BTRC Championship.

With a long journey behind them, the Exol sponsored team set about getting the team and truck ready to battle at the world famous track. Along with the best drivers in the UK and Europe, Luke was about to step in to the fire of the season's biggest event and put his mettle to the test.

Race one of the weekend on Saturday was a frantic affair with Luke amongst the thick of it and taking sixth place!

With Sunday dawning, Luke was hoping to capitalise on his form and climb up the standings but this race was to be a brutal one and unfortunately for Luke – punishing.



With several changes in the running order, Luke was sadly demoted to seventh, when he had a coming together with Frenchman, Thomas Robineau.

It was a good showing in Germany and he finished 7th overall, accumulating 80 points.

The Exol Golf Day 2016 took place recently at the Droitwich Golf Club, Worcestershire.

Sixteen players took part in a four-ball stableford competition at the Golf Club, which occupies well over 100 acres of beautiful Worcestershire countryside, just north of the Spa town of Droitwich and one mile from Junction 5 of the M5 motorway.

Exol is also the main sponsor of the Droitwich Golf & Country annual corporate brochure, shown to thousands of people and businesses within the region.



We are already the proud sponsors of the Club, as part of our ongoing drive to support Midlands based sports clubs and associations.

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.

New fleet system improves deliveries



We've introduced a brand new delivery management system, Scania's Fleet Management Services including informative telematics, which will allow us to increase the productivity of our fleet and improve fuel economy.

The new system will enable Exol to take control of its fleet as the installed hardware provides the fleet's complete data, allowing the company to improve driver performance by acting on any issues such as coasting, heavy braking or idling. This has been known to save up to 10 percent in fuel economy.

It also provides Exol with easy access to the information through its personalised FMS portal available in a free smart phone app.

The app also allows Exol to send instant messages across its workforce including texts, photos, positions and historical communications through the Scania Messaging Service, keeping its workforce updated and informed at all times.

Exol's fleet of more than 20 vehicles – supplied for 22 years by vehicle partner Keltruck – 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.

The new technology will also educate the drivers on Scania's adaptive cruise control (ACC), which warns them if the distance between the vehicle ahead closes suddenly, as well as helping to maintain a constant time gap.

Scania's ACC system also analyses road speed, data from the engine, and brakes to help avoid any distractions that may occur and increase driver safety.



Exol Product: Did you know?

We've released more than 10 new products so far this year and our technical department has dealt with more than 6500 technical queries.

Exol Manufacturing: Did you know?

Our state-of-the-art manufacturing facility monitors quality control (QC) daily. Our QC sample archive has accumulated 13,000 tested samples so far this year.



Exol People: Did you know?

Exol employs more than 100 members of staff at its Rotherham and Wednesbury facilities.

Exol Distribution: Did you know?

Exol's vehicle distribution fleet comprises a mix of dual-purpose vehicles and large tanker trucks to transport both bulk and packaged Exol products.



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