

fluid

The Newsletter of **Exol Lubricants Ltd**



EXCELLENCE IN LUBRICANTS

Issue 7 | 2017

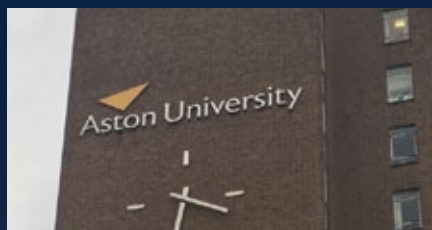
News & Information from the UK's Largest
Independent Lubricants Blender



**Government Ban:
Petrol still set to
dominate for another
two decades - at least...**



dexos2™
Exol Awarded by GM!



Aston University
Exol partners & recruits



New AdBlue!
Exol partners with GreenChem

Inside Fluid - what's new at Exol Lubricants

Welcome to the latest edition of Fluid, the newsletter from Exol Lubricants. Throughout this issue, you'll find lots of useful information about a range of products and services available from Exol, but also information affecting the many industries in which we operate. This issue features news on our new electronic trading platform, Your Car Your Choice campaign and, a special feature on one of our export customers.



Exol in Bulgaria

Recently, we visited Gama Oils in Bulgaria to see how the brand continues to grow throughout the country.

Currently, Gama Oils' strongest sectors are heavy duty and off highway machinery. These are sectors Gama Oil has key contacts in and provide high volume sales. Customers here use a selection of oils and the company feels confident of providing them under the Exol name.

More on page 7



Your Car - Your Choice Campaign begins

IAAF is raising awareness of motorists' rights by launching the 'Your Car, Your Choice' campaign, supporting key legislation providing motorists with freedom to choose where to service, maintain and repair their vehicle.

The campaign, formally called Right2Choose, has been relaunched by IAAF to reflect developments in the digital age and to refocus the industry's attention on the importance of choice in regards to vehicle maintenance and repair work.



VRM success

Exol has invested heavily in its VRM lookup tool to ensure customers have access to the right oil specification for the specific vehicle.

The tool, available at www.exol-lubricants.com has proven incredibly popular since its launch and assists thousands of distributors, end users and motorists on a daily basis.

The VRM tool covers passenger cars and light commercial vehicles. For HGV and Off-Highway oil applications, please contact our Technical Department.

Electric revolution won't happen overnight...



The Government's new air quality plan says it will end the sale of all "conventional petrol and diesel cars" by 2040. Hybrid cars, which combine a petrol or diesel engine with an electric motor, will still be permitted.

If everyone shifted to electric vehicles, the government would need to ensure the national grid can handle this increased capacity and that charging points are easily accessible across the country.

The engine in a hybrid vehicle requires the same maintenance that it would if it were the only power source driving the vehicle. That means regular oil changes every 5,000-10,000 miles, depending on the vehicle and the driving conditions.

Although we recognise the good intentions behind the move from government and other such VMs, it is evident that electric vehicles will not be the dominant vehicle type any time soon.

Electronic trading roll out

Automotive aftermarket customers to connect via TecCom

We are delighted to announce we are investing in electronic trading through PACT, enabling us to trade and communicate with automotive aftermarket customers more efficiently.

Through PACT, the joint venture between eparts and TecCom, we will be able to connect with more than 2000 buyer locations throughout the UK across a common trading platform.

PACT considerably enhances the correspondence between an aftermarket supplier and motor factor by adopting and utilising automated procedures such as stock enquiries and ordering, the exchange of order acknowledgements, dispatch notes and invoices.

The number of PACT-enabled businesses has continued to grow in the past year, with companies reporting substantial improvements to internal processes.

Peter Hollowood of PACT said: "Every month we are experiencing growth with leading aftermarket suppliers trading electronically and it is great to welcome Exol on board. The technology will provide excellent visibility of Exol's full product range to parts distributors while offering the added benefit of a smooth, efficient ordering process."



Customers to benefit from site improvements



A number of improvements are being made to our sites in the UK. They are as follows:

- Two additional strong-arm filling machines, which are capable of filling all Exol products in 20, 25, 30, 205, and 1000 litre packaging. This investment will increase the business capacity and flexibility in regards to production, making the entire process more efficient
- An additional label application machine has been included, which is compatible with all filling machines.
- Renewed colour coded flooring throughout factory
- New, high quality, ultra-fast label printing machine.

"These additional site improvements are just the beginning of a number of improvements to be made throughout the business to the benefit of all customers"



Stop Press: Exol awarded dexos2™ approval from General Motors (GM)

Excellent news from Exol! We have been working on gaining dexos2™ approval on a new product Optima LSGM 5W-30. We are delighted to report that this is now approved and we are licensed to use the dexos2™ trademark from General Motors.

Furthermore, Exol Lubricants has received formal approval for its Optima Vimax VC 0W-20 from Volvo.

We have also unveiled our range of Antifreeze products. There are four products in the range,

covering applications from heavy duty to passenger car.

They are: Antifreeze HD (Green), Antifreeze HDX (Blue/Green), Antifreeze SOAT (Lilac) and Antifreeze OAT Universal (clear).

Sales of AdBlue double

Sales of our AdBlue products have doubled since partnering with GreenChem, the leading manufacturer of AdBlue across Europe.

Customers can now purchase retail-style four litre packs from Exol, with 10 litre, 20 litre and 200 litre packs also available supplied with no-drip universal pouring spouts.

IBCs and bulk deliveries can also be made through the lubricants supplier alongside storage and dispensing equipment.

GreenChem has produced the specialist retail packs in accordance with ISO specification, providing Exol customers with an AdBlue starter kit for ease of use.

The 10 and 20 litre packages come with a canister featuring an integrated spout offering universal fitting, and the larger 200 litre AdBlue drums are specially designed for those managing a fleet of vehicles. This option comes complete with a trolley to enhance movement and can be easily refilled.

AdBlue is a highly purified colourless liquid used with diesel engines to reduce harmful emissions such as NOx. It is made up of de-mineralised water and urea, which after injection into the vehicle's exhaust stream turns into ammonia and carbon dioxide and reacts with the NOx.



Clarke Oil wins first ever Exol 'distributor of the year' award



Clarke Oil has won the prestigious 'Exol Distributor of the Year' accolade for 2016. The company has been successfully distributing the Exol range for more than 10 years.

Paul Clarke, commercial and technical sales director for Clarke Oil, said: "We're absolutely delighted with this award from Exol. We recognise more and more the importance of having the stock on the shelf to service our customers and Exol has always supported our ambitions for growth."

From its rural base in Studley, Warwickshire, Clarke Oil began supplying a range of Exol oils to end users in the industrial, agricultural and

"We're absolutely delighted with this award. We recognise more and more the importance of having the stock on the shelf to service our customers"

commercial markets. Today, following a period of investment and backed up by Exol's extensive technical support, Clarke Oil now distributes a versatile range of Exol products, from 1 litre to bulk tank deliveries.

Steve Dunn, Exol sales director, said: "This is the first ever award to honour Exol's distributorship and congratulations to Clarke Oil for their enthusiasm and passion for the Exol brand."



Cup winner secures 'premier' move

Congratulations to George Thomas, stepson of Mitch Thompson of Midland Oil Company, who scored the winning goal for Coventry City against Oxford United in the Checkatrade Trophy. "Thomas has now signed for Leicester City FC on a three year deal."



Did you know?

Our VRM tool offers enhanced lookup capabilities

Exol partners with Aston Uni

We are partnering with Aston University on its career and placements programme by recruiting the university's students, offering them an in-depth insight into the independent automotive aftermarket and lubricants sector.

The collaboration will offer us the opportunity to build solid relationships with future industry professionals while also promoting the Exol brand, work ethic and principles.

The first appointment has already been made with Michal Haileab joining as Marketing Assistant. Michal will be working in the marketing department to enhance the communication with customers along with the production of Exol's newsletter Fluid, website and social media platforms.

Everyone at Exol Lubricants would like to welcome Michal to her new role.



**New Exol marketing assistant
Michal Haileab**

Aston University has acquired an excellent reputation among top employers, seeking out established businesses that will allow students to develop and progress as individuals.

The institution is also held in high regard among academics and students alike and is continuously ranked as one of the best universities within the UK.

The university offers students access to an excellent education provided by leading professionals and also exceptional support, both during the duration of a student's course and also post-graduation.

We also recently attended the Knowledge Transfer Partnership (KTP) showcase at Aston University.

KTP is a world-leading programme that helps businesses succeed by connecting them to the UK's rich academic resources. It's a partnership between the business seeking expertise, Aston University and a recently qualified graduate – known as a KTP Associate.



“Aston University has acquired a reputation among top employers, by seeking established businesses that will allow students to develop and progress as individuals”

Gama Oils aims high with Exol

This month, we visit Gama Oils in Bulgaria to see how the brand continues to grow throughout the country

After in-depth research, Gama Oils decided to approach Exol in 2013 after the company decided that it needed its own quality brand that was new to Bulgaria and could easily be promoted and developed.

Development

Since working alongside Exol, the main change for Gama Oils has been the relocation of the depot. At the beginning, the company wanted to keep costs low and this meant working out of a yard and the products being open to the elements. Around 12 months ago, Gama Oils moved to a unit which now allows the product to be stored inside.

The key overall changes Gama Oils has seen is the greater confidence and perceived high quality of its products from customers.

The company puts the improved confidence in the products down to its promotion of the

Exol brand and Exol's support, particularly from Exol's technical department.

Analysing the marketplace

For Gama Oils and the customers it aims to work with, quality is key. Customers rely on companies to stock all products and being out of stock is not an option.

Currently the company's strongest sectors are commercial, heavy duty and off highway machinery.

Working in these sectors has enabled the business to move into the agricultural market, where it has experienced great success.

A cut above

The only brand Gama Oil sells is Exol as it believes in our product and packaging.

This concentration on a quality brand provides customers with reliability and trust. They know that Gama Oils does not work with low quality alternatives and Hristo Petkov, of Gama Oils has firmly established himself as the 'Exol man'.

This personal relationship has worked well for Hristo as his customers like dealing with him because of his knowledge.

Gama Oils promotes Exol by highlighting its UK manufacturing. The company also produces marketing material such as pens, clothing, note books and more.

What's in store?

Gama Oils is now planning to invest in a new purpose-built warehouse and office, new vehicles and further support staff. It is also now working with new customers who require larger volumes.



NEW PRODUCTS

New Volvo oil 0W-20

Optima Vimax VC 0W-20 covers a high number of the latest petrol and diesel Volvo vehicles.

The premium quality, fully-synthetic engine oil provides significant fuel-saving benefits and possesses extremely good low temperature characteristics enabling the oil to circulate quickly even in the most demanding cold start conditions.

Optima Vimax VC 0W-20 offers a wide range of advantages to Volvo owners, including: Significant reductions in fuel consumption as a result of its specialised formulation and low viscosity; superior oxidative stability; excellent low temperature fluidity; high thermal stability and outstanding wear protection.

The product is available in 1, 5, 20, 25, 205 litre and IBC containers.



Fluid flashback: Recent approvals

In addition to our new dexos2™ approval, Exol Lubricants is proud to produce and supply the following highest quality products that have been approved by Original Equipment Manufacturers (OEMs) for use.

Automotive

Autotrans MVA
Optima Vimax F 5W-20
Optima Vimax FD 5W-30
Optima LSV 5W-30
Optima LSX 5W-40
Optima LSZ 5W-30
Optima Vimax VC 0W-20

Agricultural

Harvest Ultrafarm 10W-30

Rail

Excelmotive ZF 20W-40
Taurus Extreme M3 10W-40
Taurus Extreme HST 15W-40

Commercial

Athena Super M 80W-90
Athena Super M 80W-140
Athena Super M 85W-140
Athena Super Syngear 75W-90
Athena Super Syngear 75W-140
Taurus Euro 5 10W-40
Taurus Euro Plus 10W-40
Taurus SHPD E7 15W-40
Taurus SHPD E9 15W-40
Taurus SHPD E9 10W-30
Taurus Resilient 10W-40
Taurus Euro FE 5W-30
Autotrans ELC

New product: Harvest LV UTTO for off-highway applications

We have launched a new synthetic off-highway universal oil for transmissions, hydraulics, final drives and wet brakes named Harvest LV UTTO.

The new addition is a fully synthetic, low viscosity, universal tractor transmission oil specially designed to provide long drain performance in a wide variety of off-highway applications.

Harvest LV UTTO offers many benefits including improved anti-squawk performance in brake systems, excellent oxidation stability, and outstanding anti-wear protection.

It also meets the very latest OEM requirements and has excellent low temperature properties.

Suitable for many modern tractor transmissions, hydraulics, final drives and wet brake systems, the oil can also be used in older equipment.

Harvest LV UTTO is also suitable when any of the following industry or OEM specifications are required: API GL-4; Volvo WB 102 (97304) and WB 101 (97303); John Deere J20D, J20C, J20B and J20A; Massey Ferguson M1 145, M1 143, M1 141 and M1 135; Case New Holland MAT 3540, MAT 3526, MAT 3525 and MAT 3505; Case MS 1206, MS 1207, MS 1209 and MS 1210; New Holland NH 420A and NH 410B; ZF TE-ML 03E, 05F, 06K, 17E and 21F Kubota Super UDT and UDT; Valtra G2-08; Allison C-4; Caterpillar TO-2; and finally, Ford M2C134-D and M2C86-B.

Exol Marine

Jet ski racer gets Exol help

We are supporting Jet Sport Racing Association (JSRA) racer, Darren Leeper, taking part in the Sport GP league.

Leeper started racing in the early 90s and returned in 2016 to assess whether he still had the same feelings for the sport.

After a successful season, Leeper has fully caught the bug again and is now enjoying riding the Yamaha 1100 Wave Blaster in two classes: Sport GP and 2 stroke open.

At a recent race weekend, Leeper started successfully as he led the pack before it was unfortunately red flagged.

On the re-start Leeper was not so successful and got squeezed out of the way, coming fourth on the first lap before having to retire from the race.



Exol branding reaches far and wide

The Exol brand has been appearing in more places this summer, from tractor racing to monster truck 4x4 vehicles



Condition monitoring essential, says Exol



Regular condition monitoring can help all vehicle operators avoid problems and additional costs, no matter how large or small the fleet, and it becomes increasingly valuable for companies that are running vehicles with limited downtime, long oil drain intervals and heavy loads.

The aim of condition monitoring is to identify fluid and component problems before they become failures. This prevents a small problem from becoming a large, expensive problem. One of the greatest benefits to a regular condition monitoring programme is the ability to schedule maintenance and fluid changes for convenient periods.

Exol offers a clear and concise report for each sample, with the reassurance of a technical expert at the end of a phone to discuss any concerns in greater detail.

The cost of a sampling programme is fractional compared to the cost of major component failure and unscheduled downtime, and even when there's no fault to be found it offers reassurance and peace of mind.

Tech Tips. Stationary Gas Engine Oils

Potential cost-savings, coupled with incentives to reduce carbon emissions and work with new sustainable energy sources, have led to a significant increase in the use of stationary gas engines. We take a closer look...

Exol grades and applications

- Natural gas - Taurus GEO G240, Taurus GEO HD40
- Wood gas - Taurus GEO MAG 240
- Landfill gas - Taurus GEO LFG 240
- Biogas /anaerobic digestion (AD) - Taurus GEO G240, Taurus GEO MAG 240

Stationary gas engines work in the same basic way as all internal combustion engines: energy from exploding fuel is harnessed by pistons and delivered to a crankshaft.

But, rather than turning wheels, in this case the rotation of the crankshaft drives an alternator which produces electricity.

Potential cost-savings, coupled with incentives to reduce carbon emissions and work with new sustainable energy sources, have led to a significant increase in the use of stationary gas engines.

In the most efficient modern systems, waste heat is also used in industrial processes, greenhouses and even to warm homes; a setup referred to as combined heat and power (CHP) or cogeneration.

These technologies bring new demands on lubrication, requiring specially formulated gas engine oils. Gas burns hotter than liquid fuel, speeding up the oxidation and degradation of lubricating oil and leading to the formation of more acidic nitrogen compounds.

Additionally, gas engines are also exceptionally

versatile and can use gas from a variety of different sources. These different gas types come with their own challenges.

Natural gas, like you would get from your mains supply at home, can be fairly pure and clean. Landfill and biogases can contain a lot of impurities. Exol's OEM-approved gas engine oil range has been specially developed to cope with these different gas types. As with all things oil-related, it comes down to picking the right oil for the right application.

The most immediate differences between grades are the Total Base Number (TBN) and Sulphated Ash (SA) levels. The TBN is a measure of the oil's ability to neutralise acidic by-products of combustion, and a higher value offers better protection. The downside of higher TBN is that it can produce a larger amount of SA when it burns, and this can lead to unwanted engine deposits.

The TBN / SA balance is critical to providing the optimum level of protection while minimising the effects of excessive ash deposits. For very clean gas, a low TBN is fine. For dirty and acidic gasses, higher TBN products are used.

Exol makes key donation to Fragile x charity

Exol Lubricants has recently donated £250 towards 'The Rights Runners' who are running the Cardiff 10k to raise money for The Fragile X society, a charity dedicated to providing information and support, and encouraging research into those affected by Fragile X Syndrome.

'The Rights Runners' team, consisting of six employees from the Equality and Human Rights Commission, will race on 3 September 2017 in Cardiff city centre and are now in preparation for the challenge ahead.

Fragile X is a genetic disease and is the most common inherited cause of learning disabilities affecting one in 4000 males and one in 8000 females. It can cause a wide range of difficulties with learning, as well as social, language, attentional, emotional, and behavioural problems.



The Fragile X Society aims to raise awareness of the condition and support affected families by bringing them together and providing much-needed help and information regarding international research.

Those wishing to donate towards this worthy cause can do so here: <http://www.justgiving.com/fundraising/ehrcwalesrunners>

Golf day 2017

Droitwich Golf Club once again provided the setting for the 2017 Exol golf day. The club occupies well over 100 acres of beautiful Worcestershire countryside just north of the Spa town of Droitwich 1 mile from junction 5 of the M5 motorway.

The Exol golf day comprises a perfect mixture of both competitiveness and team camaraderie. We are delighted at the event's continued rise in popularity.



Exol honours long service

We are delighted to honour long service within our business.

Sales director Steve Dunn received his long service award for 20-years service to Exol Lubricants. Steve joined the company in 1997 but has been in the oil industry for more than 25 years. Managing director Steve Everitt (2nd picture left) presented the award to sales director Steve Dunn (second picture, right).

Meanwhile, Exol finance director Scott Donaldson has awarded Cheryl Canadine (left) and Karen Somerfield (right) for 20 years long service. Congratulations to all!



BIG THINGS ARE COMING...



EXCELLENCE IN LUBRICANTS

CONTACT EXOL LUBRICANTS LTD

Head Office: All Saints Road, Wednesbury, West Midlands, WS10 9LL.

Bulk Blending Plant: Stevenson Wharf, Northfield Road, Rotherham, S60 1RR.

Tel: +44 (0) 121 568 6800 **Fax:** +44 (0) 121 568 6720

Website: www.exol-lubricants.com

Twitter: @ExolLubricants **Facebook:** facebook.com/exol.oils



Est. 1984