

# INTRODUCTION



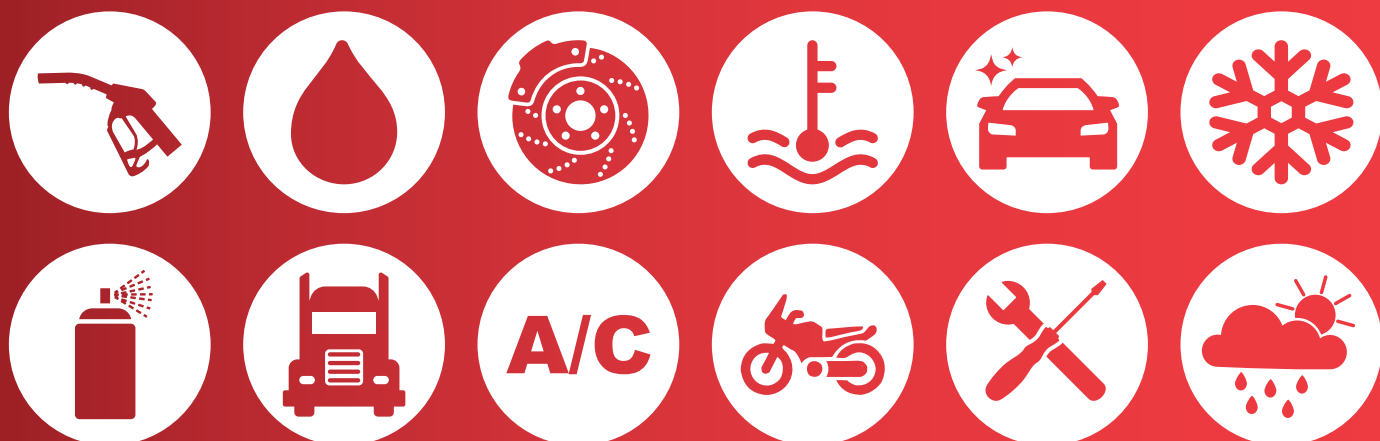
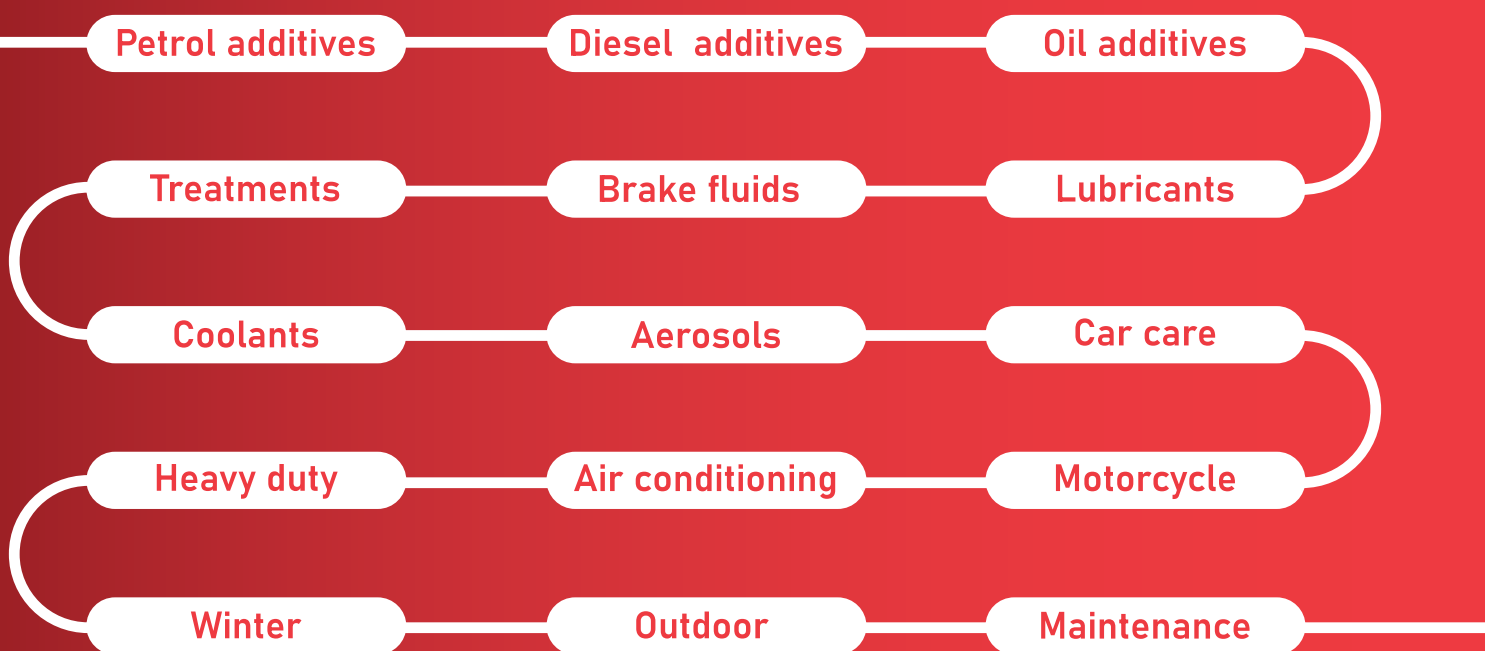
*Driving your performance*

## About TecLub

Technical Lubricants International (TecLub) is an independent private label producer of aftermarket fuel additives, motor oil additives, cooling system additives, engine treatments, brake fluids, lubricants, coolants and a full range of innovative automotive specialty products. Since 1988 TecLub supplies – on a confidential basis – well known petrol and oil companies, importers, distributors, wholesalers and retailers in the automotive industry with their own label. Specialized in private label and custom manufacturing, TecLub is a one-stop-shop for high quality automotive fluids under your own brand name.

TecLub is servicing its customers from concept to final product and delivery anywhere in the world. TecLub produces 100+ different brands and supplies major well known (OEM) multinationals and other reputable customers in over 40 countries around the world. With more than 35 years of experience in innovation, blending, filling and bespoke private label production, we know what it takes to satisfy demanding customers and supply high quality products that will be valued by end users whether professionals or consumers.

## Private label product range





# Services

TecLub offers you a full service one-stop-shop concept in both product program and services rendered. We pride ourselves in serving our customers from initial idea to concept, via product and packaging choice and production under high ISO 9001 quality standards, up to delivery of the final product anywhere in the world.

## Product development

We can upgrade established products or develop and test new products meeting your local requirements. In close cooperation with leading innovative companies we continuously strive to have the latest innovations available for supplies under your brand name.

## Product formulations

Based on our vast experience we advise you which product formulation is suitable for your market and your specific needs and requirements. In case your requirements do not match one of our existing products, we are often able to develop an alternative product and still have a short time-to-market.

## Product and safety information

Today's markets require more detailed product and safety information than ever before. We actively update you with the latest product information and our in-house Material Safety Data Sheet specialists ensure you are always up-to-date with the latest safety information and regulations.

## Product & market knowledge

Based on more than 35 years of experience in over 40 countries, we know what it takes to operate successfully in markets around the world. We know which products are successful and why. We know how markets operate and who your competitors are. We know by which criteria products are valued or rejected. Within our strict confidentiality limitations, we can share this information with you, so you can enter new markets successfully.

## Brand development

We assist in launching your brand into the market and build and sustain success. We advise you on packaging, formulation, image, pricing and best practices. Our creative specialists can develop label, silk-screen or litho designs to support your corporate image and cater your specific product or market. We can also assist you in copywriting for labels, product sheets and brochures.

## Packaging

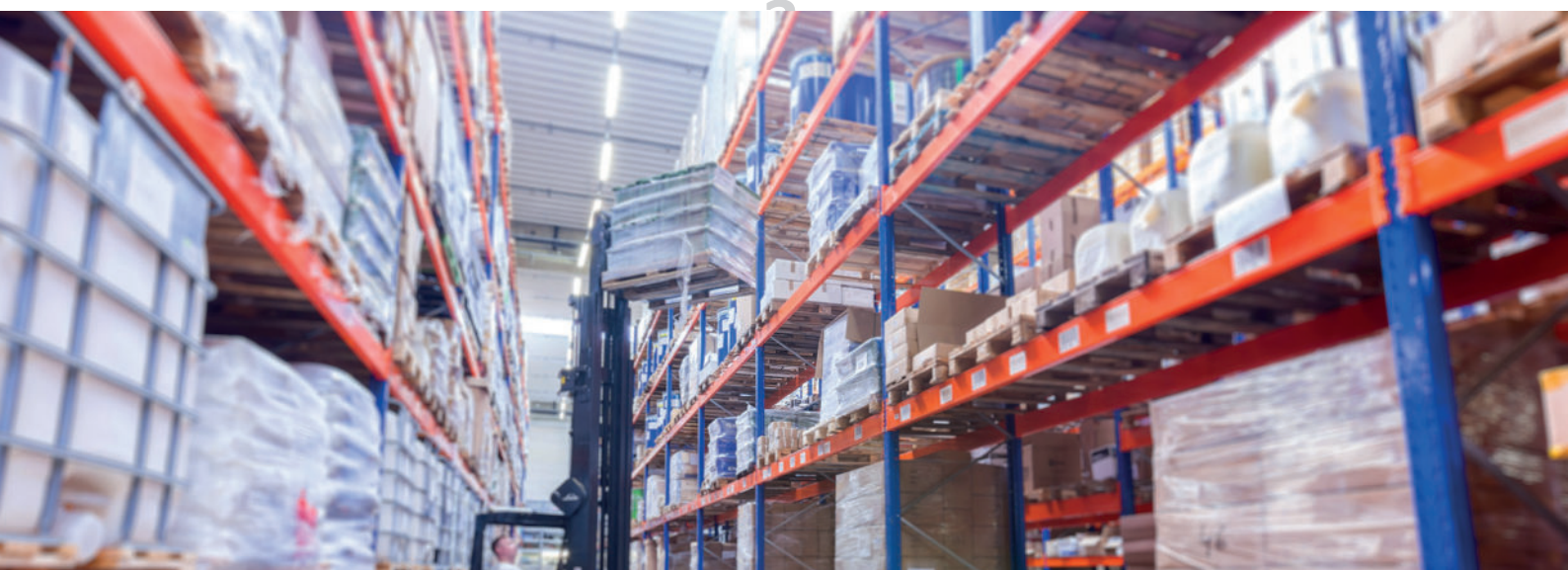
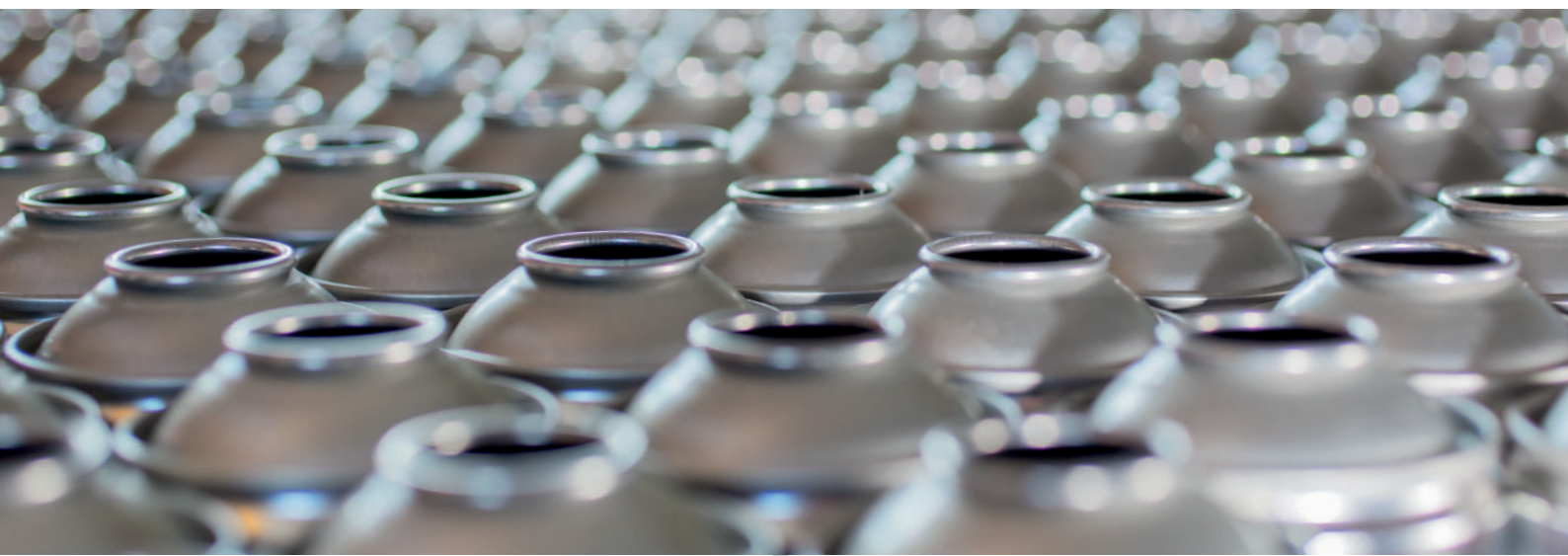
Packaging is crucial to product presentation and success in international markets. Packaging also plays a vital role in product quality and safety and, at the same time, it must be compatible with the chemistry of the product. We assist you in selecting the right packaging from the wide variety of standard packaging types we offer. Lithographing, screening, labelling, multi-page labelling or fully printed display cartons can all be used to optimize your product presentation. In addition, we can design custom moulds exclusively for your product or company if required.

## Logistics

Established near Rotterdam, with Europe's largest port, we know all about shipping and transport. We know the most direct and economical way to get to your markets. We supply to your central warehouse or forward goods directly to your local branches or customers. In addition we can provide warehouse and storage solutions taking care of all your logistical challenges and reducing your lead times.

## Cargo optimization

With dedicated software we optimize pallet, truck and container loading in order to save cost and space and meet your specific transport or warehouse requirements.



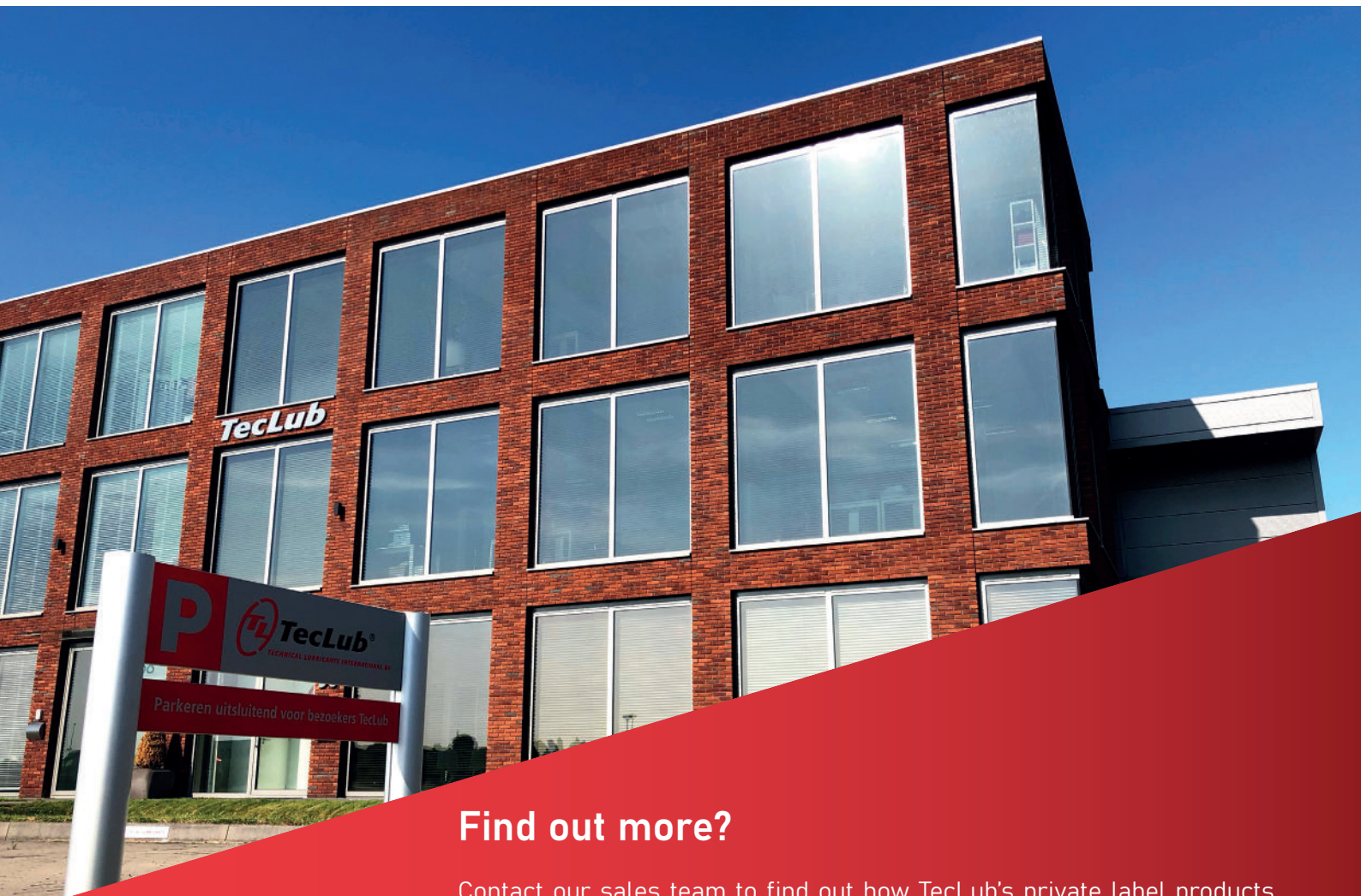


## Private label

Private label products are products manufactured and supplied by us but marketed under your brand. Our private label products are of premium quality and can easily compete with existing A-brands.

## Advantages of private label

- ▶ Higher profit margins compared to A-brands
- ▶ Increased freedom in pricing strategy
- ▶ Full control over the brand and its positioning
- ▶ Reduced producer domination
- ▶ Positive image building
- ▶ High flexibility and shorter time-to-market for innovative products
- ▶ Increased client dependence & customer loyalty
- ▶ Reduced supplier dependence
- ▶ Increased sales possibilities
- ▶ Opportunity to differentiate and provide variety
- ▶ Marketing efforts are to one's own benefit only, not to that of competitors or A-brands



## Find out more?

Contact our sales team to find out how TecLub's private label products can help your business move forward or visit our website to learn more about our company and products.

