

What an exciting time to be in industrial lubricants!

Certas Energy

Perhaps an overused term in the past few years however, “unprecedented”, certainly seems suitable for the lubricants industry. With the fall out of Covid-19 and subsequent supply chain challenges that have ensued, manufacturers and distributors across Europe continue to work hard to meet the demands of customers, as they recover and grow in the new world we now reside.

Having said this, it's a fantastic time to be in lubricants, especially the industrial sector. The significant product cost increases have certainly focussed the mind of lubricant consumers and when coupled with a relentless desire to drive sustainability, we find ourselves looking at all the options.

Sure, a quick change away from premium products to a cheaper alternative might be a solution for some. However, when the gap on commodity grades like hydraulics and gear oils has narrowed, undoubtedly a better consideration is to look for technological advantages with differentiated products to reduce usage, minimise energy consumption and ultimately drive maximum efficiency.

Certas Energy Lubricants has the solution to a new way of thinking. Having recently launched a new Industrial Lubricants division after the successful acquisition of two industrial sector specialists, their new team of highly experienced engineers are ready to work with partners and customers to deliver process and efficiency gains needed more than ever by companies right now.

So why Certas Lubricants

As the largest specialist distributor of lubricants in the UK, Certas Energy Lubricants, part of DCC plc, has both scale and capability with eight warehouse locations across the UK and an unrivalled stock

holding, Certas has the flexibility to efficiently deliver to customers of all sizes. With the backing of parent company DCC plc, Certas has ambitious plans to expand their reach in Europe via a robust acquisition strategy.

What's different about Certas Lubricants

By offering customers all the benefits of the world's leading lubricants brands and the added value of more efficient distribution capabilities, plus a multi-branded product portfolio that delivers the right lubricant for every application, Certas already has a noteworthy advantage over others. However, for a discerning industrial customer, that's not enough...

Customers are looking to their lubricant suppliers to provide knowledge and expertise to support them in meeting the demands of a very challenging economic and supply chain environment. With this in mind Certas looked at where they could add value to their proposition. The introduction of a used oil analysis system, Lab Command, a metalworking product management system, Fluid Command and a range of technical services to: support, train and educate customers in the manufacturing and energy markets are only the beginning of what they intend to deliver.

Working strategically with highly recognised brands like Castrol, Shell and Q8 gives peace of mind and a confidence for industries such as aerospace and applications including wind turbines. The research and development capabilities of our partners continue to innovate and create new technologies truly capable of driving significant improvements on some widely used applications. In addition, Certas's own manufacturing plant, internal capability and partnerships also allow them the flexibility to engineer bespoke solutions for niche applications.

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THE #1 CHOICE FOR LUBRICANTS

With the backing of our parent company DCC plc, we have ambitious plans to grow a substantial global lubricants distribution business representing the world's leading lubricant manufacturers.

As we expand our operations our people are our most important asset, we offer exciting career opportunities with diversity and inclusion a core value.

We create value for our customers and our supply partners by investing in infrastructure and services to deliver long term growth.

EXPERT PARTNER

We know lubricants, our product and application experts are on hand to help you select the best lubricant for your application.

LUBRICANT SOLUTIONS

Beyond the products our service solutions enable us to maximise product performance delivering real business benefits for our customers.

SUSTAINABLE GROWTH

In addition to our own sustainability targets we also support customers realise their own sustainability goals reducing waste and improving productivity.

FOR FURTHER INFORMATION CONTACT US ON:



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Research shows the importance customers put on technical knowledge. Therefore, Certas has developed an experienced team of technical specialist from a range of industries. This technical advisory group is on hand to support customers on site and remotely. Mark Powell, Business unit Director for the new industrial division says, "We have been delighted by some of the comments from customers on what a difference our technical support has offered and how we have managed to make significant improvements and saving to those partners." Mark goes on to say. "We have already amounted a series of case studies where we have significantly reduced customer consumption, increased tool life for machine operations and reduced customer spend through lubricant technology solutions. This is extremely promising to see, but merely scratches the surface on what we aim to achieve".

In addition to technical services there is a recognised demand from customers for support in health, safety, and environmental sustainability, especially customers who don't have the advantage of their own dedicated resource in these areas. With lubricants specific EHS resources in house, Certas feel they stand apart from their peers, offering support with site surveys and compliance and improvement programmes designed to assist customers with practical solutions to modern demands. Certas continue to develop these partnership programmes delivering support across these functions improving compliance, reporting, and improving working environments for customers and their own engineers and staff.

To consider yourself customer focussed is the desire of most modern businesses although this often sits at a juxtaposition with demands of your own business needs.

Recently appointed European Managing Director Steve Mayo said, soon after joining the company in June 2021, "Companies often talk about being customer focused, and fail to truly deliver on this promise. I believe strongly in a direct link between focus on the customer and success. We will continue to strive for unrivalled levels of customer satisfaction". Soon afterwards longstanding Certas team member Claire Chalmers was appointed as Customer Experience Manager, tasked with identifying areas where improvements could be made. Acting on their promise Certas have continued to fine tune

with changes such as: creating dedicated customer service teams for its different divisions (Industrial and Transportation) which enables the company to improve the understanding and nuances of each industry and provide a familiar personal approach to customer interactions. As Certas continues to grow in new markets and industries they remain dedicated to maintaining this intimacy helping to support the longer-term goal of customer partnership.

With a clean sheet of paper and a desire to "do the right thing", a longstanding Certas Energy mission; a new way of working is certainly achievable. Ready to be challenged Certas feel they have the products, the tools, and the people to make a significant difference to lubrication customers.

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