



# HELPING BOOST FARMING PRODUCTIVITY WITH EFFECTIVE LUBRICATION

## COMPANIES UNDERESTIMATE POTENTIAL PRODUCTIVITY IMPROVEMENTS FROM EFFECTIVE EQUIPMENT LUBRICATION

**54%**

do not believe choosing higher quality lubricants will **help reduce unplanned downtime**



Only **32%**

believe lubrication can influence **equipment availability**



Only **29%**

understand how **wear protection** can lead to savings



**1 in 3**

do not expect higher quality lubricants to help **reduce maintenance costs**



## LACK OF UNDERSTANDING IS AN OBSTACLE TO SAVINGS

**47%**

do not believe lubrication can help extend equipment life



**77%**

think they do not conduct staff training on lubricants as regularly as they should



**44%**

place importance on **product performance** when purchasing lubricants



## THE IMPACT OF THIS CAN PROVE COSTLY

**58%**

admit their errors in equipment lubrication have led to unplanned downtime



SELECTING THE RIGHT LUBRICANT AND MANAGING IT CORRECTLY CAN HELP **REDUCE UNPLANNED DOWNTIME AND LOWER MAINTENANCE COSTS**, CONTRIBUTING TO **IMPROVED PRODUCTIVITY AND LOWER TOTAL COST OF OWNERSHIP (TCO)<sup>1</sup>**

## SHELL LUBRICANTS WORK WITH CUSTOMERS TO HELP DELIVER TCO SAVINGS

Over **\$1.9 million** savings delivered to agriculture customers<sup>2</sup>



**260** Shell Lubricants technical specialists help customers reduce TCO through effective lubrication



**OEM and customer** collaborations enable Shell Lubricants to develop products that help improve equipment reliability and productivity



**Shell Lubricants Services** to help upgrade lubrication management:

**Shell LubeAdvisor**

Helping identify and seize savings

**Shell LubeMatch**

Tailored product advice

**Shell LubeAnalyst**

Lubricant monitoring

**Shell LubeCoach**

Staff training

This survey, commissioned by Shell Lubricants and conducted by research firm Edelman Intelligence, polled 120 decision makers in the agriculture industry in 8 countries (Brazil, Canada, China, Germany, India, Russia, UK, US) from November to December 2015.

1. Total Cost of Ownership (TCO) is defined by Shell Lubricants as the total amount spent on industrial equipment, including cost of acquisition and operation over its entire working life, including costs of lost production during equipment downtime.  
2. Based on savings delivered to Shell Lubricants customers.

**SHELL LUBRICANTS**  
TOGETHER ANYTHING IS POSSIBLE