



HELPING BOOST MANUFACTURING PRODUCTIVITY WITH EFFECTIVE LUBRICATION

COMPANIES UNDERESTIMATE POTENTIAL PRODUCTIVITY IMPROVEMENTS FROM EFFECTIVE EQUIPMENT LUBRICATION

43%

do not believe choosing higher quality lubricants can help improve productivity



6 in 10

companies are unclear how lubrication can influence **unplanned down time or equipment availability**



THEY RECOGNISE BUT UNDERVALUE THE OPPORTUNITY FOR TOTAL COST OF OWNERSHIP¹ SAVINGS

59%

of companies believe they can reduce costs by **>5%** through lubricant selection and/or management



But fewer than **1 in 10** think savings could exceed **25%**



In reality, lubricants can impact up to

30%

of maintenance budget²



LACK OF LUBRICANTS EXPERTISE, TRAINING AND PROCESS ARE BARRIERS TO SAVINGS

Only 4 in 10

have all the **correct lubrication management procedures** in place³



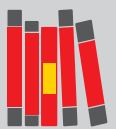
43%

do not expect higher quality lubricants to help **increase productivity**



63%

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



THIS IS HAVING A FINANCIAL IMPACT

20%

believe unplanned equipment shutdowns due to their incorrect lubricant selection and/or management have cost their business **\$250,000 or more⁴**



EFFECTIVE LUBRICATION CAN HELP COMPANIES REDUCE **TOTAL COST OF OWNERSHIP (TCO)** THROUGH **LOWER MAINTENANCE COSTS, REDUCED UNPLANNED DOWNTIME, AND PRODUCTIVITY IMPROVEMENTS**

SHELL LUBRICANTS WORK WITH CUSTOMERS TO HELP DELIVER TCO SAVINGS

At least **\$139 million** savings delivered to customers worldwide (2011-2015)⁵



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 LubeExpert Expert advice on-site

Shell LubeAnalyst Lubricant monitoring

Shell LubeCoach Staff training

This study commissioned by Shell Lubricants and conducted by independent research firm Edelman Intelligence, polled 493 decision-makers in the manufacturing industry in eight countries (Brazil, Canada, China, Germany, India, Russia, the UK and the 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. Potential impact calculated based on Shell Lubricants site surveys with customers.

3. Recommended procedures are delivery and storage, oil change, oil dispensing systems, efficient grease lubrication systems, oil analysis and training employees in lubricant selection or management.

4. \$ figure based on converting local currency into equivalent \$ amount

5. Based on savings delivered to Shell Lubricants customers from 2011 – 2015

SHELL LUBRICANTS
TOGETHER ANYTHING IS POSSIBLE