Lubretec
Lubrication Reliability Technologies



DEALER INFORMATION PACK

A LONG-TERM PARTNERSHIP, NOT A SUPPLY AGREEMENT.

We invest in our dealers because your success is our success.
This is about building reliability-focused businesses together across the EMEA region.

TRUE PARTNERSHIP
A long-term relationship built on trust.

GROW YOUR BUSINESS
Expand your portfolio and increase profitability.

PREMIUM SOLUTIONS
High-quality, reliability-focused product portfolio.

DEDICATED SUPPORT
Technical expertise and personalised assistance.

TRAINING & KNOWLEDGE
Access to training, tools and marketing resources.

EMEA OPPORTUNITY
Be part of our growth across Europe, Middle East & Africa.

CO-MARKETING
We invest in promotion to drive your success.

MUTUAL SUCCESS
Your success is our success. Let's build the future together.

LUBRICATION RELIABILITY™
IS OUR PASSION. YOUR SUCCESS IS OUR PURPOSE.

lubretec.com

EMEA DEALER NETWORK · NOW RECRUITING

DEALER INFORMATION PACK

Grow your business with Lubrication Reliability™

A focused partnership for industrial distributors, MRO suppliers and reliability specialists who want to add a premium, high-margin category to their portfolio across Europe, the Middle East and Africa.

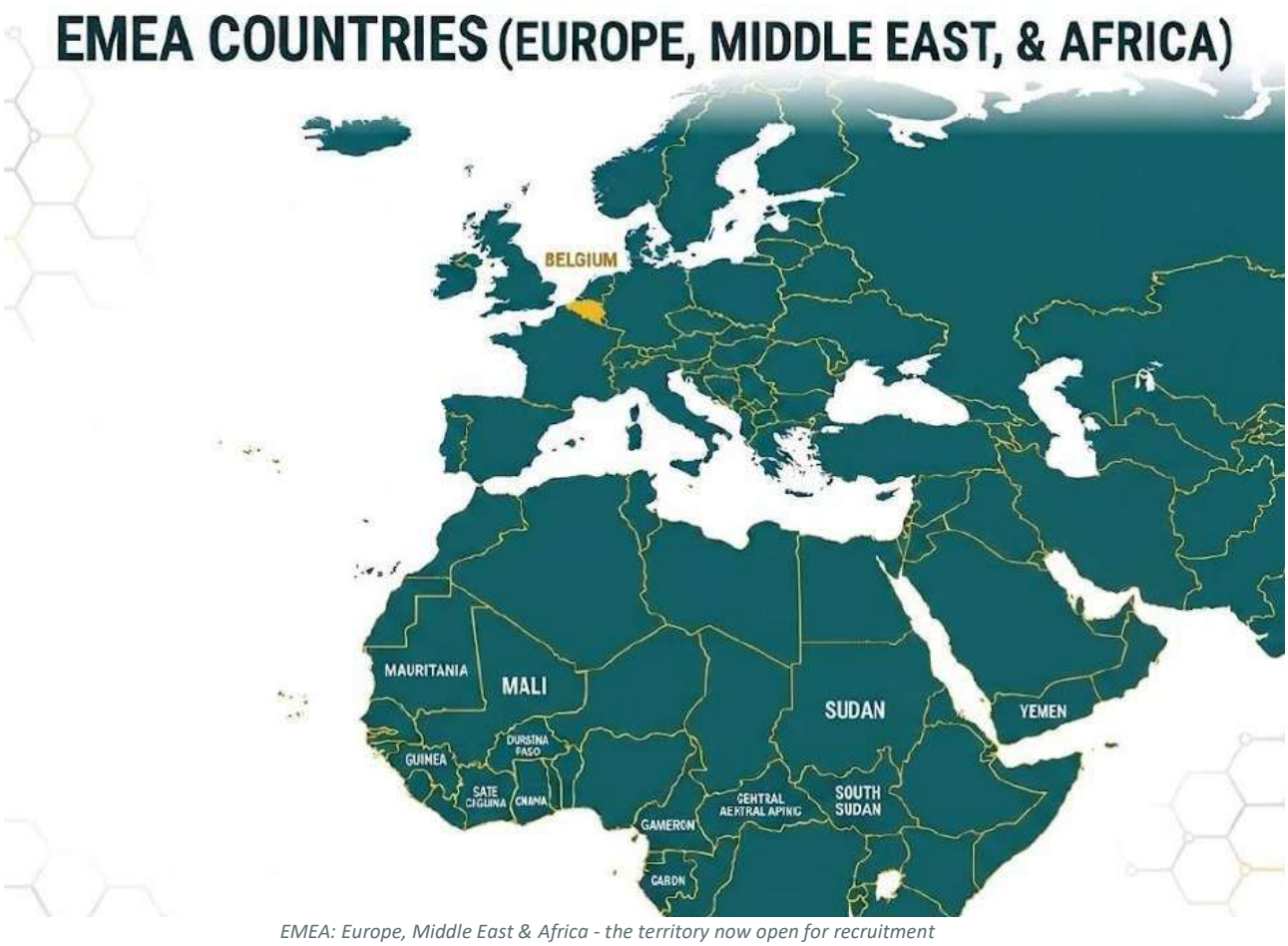
WHY NOW

A market moving decisively in one direction

Predictive maintenance and reliability engineering have moved from niche disciplines to board-level priorities across manufacturing, energy, mining, food & beverage and heavy processing. Industry analysts are consistently forecasting double-digit annual growth for predictive maintenance technology through the early 2030s, and lubrication sits at the centre of that shift: it is one of the few reliability disciplines a distributor can act on immediately, without waiting for a customer's wider digital transformation programme.

We are actively recruiting **established industrial distributors, lubrication specialists, maintenance solution providers, MRO suppliers and reliability engineering companies** to represent Lubretec across specific EMEA territories. This is not a generic supply-chain slot: it is a defined, exclusive-by-territory opportunity to sell a category customers are actively budgeting for.

> *"We're building the leading Lubrication Reliability™ network in EMEA, and we're looking for the right partners to grow with us."* - **Toon Van Grunderbeeck, Lubretec**



EMEA: Europe, Middle East & Africa - the territory now open for recruitment

WHAT YOU'LL BE SELLING AGAINST

Six specific, expensive problems

Every customer conversation your team will have starts from one of six concrete, budget-relevant failure modes. This is what makes the pitch tangible rather than generic — you are not selling “lubricants”, you are selling the fix for a named, costed problem.

ROOT CAUSE	WHAT IT COSTS THE CUSTOMER
Dirt & particulate ingress	Accelerated wear on bearings, seals and gearboxes; shortened component life
Moisture contamination	Corrosion, additive breakdown, sudden unplanned failures
Incorrect lubricant selection	Under- or over-lubrication, premature part replacement
Cross-contamination	Mixed lubricants degrading performance, warranty risk
Poor storage & dispensing practice	Waste, inconsistent application, safety exposure
No condition monitoring	Failures caught reactively instead of predicted and scheduled

Each row above maps directly to a Lubretec product category on the next page — so your sales team can walk into a plant, identify which of these six issues is present, and propose a specific, in-stock solution the same week.

WHAT YOU'LL REPRESENT

Eight product categories, one dealer agreement

Rather than a vague set of “pillars”, here is exactly what sits in the range and the commercial angle for each:

Lubrication management systems
Automated dispensing and storage, led by Lubristation™ ALEX — a fitted, sellable system rather than loose components.

Contamination control equipment
Desiccant breathers and filtration with Air Sentry®, targeting the #1 cause of premature lubricant failure.

Oil transfer equipment
Colour-coded, sealed handling and containment with OilSafe® — the recognised category standard.

Grease lubrication solutions
Precision application tools that stop over- and under-greasing on rotating equipment, with Macnaught.

Oil analysis solutions
Luneta visual and lab-grade analysis tools that turn lubrication into a data-driven maintenance input.

Condition monitoring technology
Real-time health tracking of lubricants and rotating assets — supports customers' predictive maintenance and ISO 55001 programmes.

Lubrication storage systems
Safe, organised, compliant storage — reduces waste and cross-contamination risk on site.

Reliability accessories
Identification systems and supporting tools that lock in correct practice long after installation.



Lubretec precision lubrication equipment in the field

OilSafe	Air Sentry	Lubristation™	Luneta	Macnaught

WHAT'S IN IT FOR YOU

A partnership, not a purchase order

Traditional supply agreements are priced on unit cost and volume. This is different: it's a structured commercial relationship with clear support commitments on both sides.



What you receive as a dealer

- ✓ Premium, differentiated products with defensible margin
- ✓ Attractive, tiered dealer pricing
- ✓ Territory-focused sales and marketing support
- ✓ Structured product and technical training
- ✓ Direct technical backup on customer applications
- ✓ Ready-made marketing assets and campaign support
- ✓ Qualified website and referral leads for your territory

Who we're looking for

- ✓ Established relationships with industrial & manufacturing customers
- ✓ A presence in MRO, maintenance, reliability or industrial distribution
- ✓ Genuine interest in lubrication, contamination control or condition monitoring
- ✓ Ambition to expand into a new, higher-margin product category

No prior lubrication-sales experience required — comprehensive product training means your team can advise customers with authority from day one.

> *Lubrication reliability isn't just a product category - it's a philosophy, and increasingly, a competitive advantage.*
>
> **Lubretec**

YOU ARE NEVER LEFT TO SUPPORT CUSTOMERS ALONE

Marketing and technical support, from day one

Marketing support

Product brochures & catalogues · technical datasheets & product images · video content · social & website content · joint campaign support · product-launch materials · sales presentations.

Technical support

Structured product training · direct technical advice · application & product-selection support · installation guidance · joint customer demonstrations · ongoing lubrication expertise on tap.

Frequently asked by prospective dealers

What territories are currently open?

We are actively recruiting across Europe, the Middle East and Africa. Tell us your country and market focus, and we'll confirm territory availability during your partnership call.

Do we need prior experience selling lubrication products?

No. We look for strong relationships in industrial, maintenance, reliability or MRO markets - comprehensive product training is included.

What does Lubretec actually provide, beyond product?

Dedicated technical and sales support, marketing materials, product training and attractive dealer margins - backed by a long-term partnership approach rather than a one-off supply agreement.

How do we start the conversation?

Apply via the dealer page or contact us directly (details on the final page). We'll follow up to discuss your market, fit and next steps - no obligation.

FROM FIRST CALL TO FIRST ORDER

The Lubretec Roadmap: six steps

A clear, time-bound process — not an open-ended negotiation.

PHASE 1 — FOUNDATION & ALIGNMENT

1. **Initial discussion** - Aligning business goals, market reach and mutual interest in lubrication reliability.

2. **Business review** - Evaluating current capabilities to identify specific areas where Lubretec adds value.

3. **Dealer agreement** - Finalising a tailored proposal with clear terms, support structures and expectations.

PHASE 2 — IMPLEMENTATION & GROWTH

4. **Product training** - Comprehensive technical and sales training to equip your team for excellence.

5. **Marketing launch** - Developing and executing a joint go-to-market strategy using professional assets.

6. **Business growth** - Ongoing technical support and account management for long-term profitability.





Ideal dealer profile — in one line

You already sell to industrial customers in distribution, MRO, maintenance services, reliability engineering, lubrication services, asset management, industrial automation or plant maintenance - and want to add a proven, in-demand category to what you offer them.