

DEALER INFORMATION PACK

WHY PARTNER WITH LUBRETEC

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.

LUBRETEC · EMEA Dealer Network - Now Recruiting

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; as a long-term partnership, not a supply agreement.

Why Now

Predictive maintenance and reliability engineering have moved from niche disciplines to board-level priorities across manufacturing, energy, mining, food & beverage and heavy processing. Lubrication sits at the centre of that shift — one of the few reliability disciplines a distributor can act on immediately.

We are recruiting established industrial distributors, lubrication specialists, maintenance solution providers, MRO suppliers and reliability engineering companies to represent Lubrettec across specific EMEA territories — a defined, exclusive-by-territory opportunity, not a generic supply-chain slot.

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"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, Lubrettec

What you'll be selling against - Six costed problems

Every customer conversation starts from a named, budget-relevant failure mode; not a generic "lubricants" pitch.

Root Cause	What It Costs the Customer
Dirt & particulate ingress	Accelerated wear on bearings, seals & gearboxes; shortened component life
Moisture contamination	Corrosion, additive breakdown, sudden unplanned failures
Incorrect lubricant selection	Under-/over-lubrication, premature part replacement
Cross-contamination	Mixed lubricants degrading performance, warranty risk
Poor storage & dispensing	Waste, inconsistent application, safety exposure
No condition monitoring	Failures caught reactively instead of predicted & scheduled

What you'll represent - Eight categories, One Dealer Agreement

- **Lubrication management systems:** Automated dispensing & storage led by Lubristation™ ALEX - a fitted, sellable system.
- **Contamination control:** Desiccant breathers & filtration with Air Sentry®, targeting the #1 cause of premature lubricant failure.
- **Oil transfer equipment:** Colour-coded, sealed handling with OilSafe® - the recognised category standard.
- **Grease lubrication:** Precision application tools that stop over-/under-greasing, with Macnaught.
- **Oil analysis solutions:** Luneta visual & lab-grade analysis tools - lubrication as a data-driven maintenance input.
- **Condition monitoring:** Real-time health tracking of lubricants & assets, supporting predictive maintenance and ISO 55001.
- **Lubrication storage systems:** Safe, organised, compliant storage that reduces waste and cross-contamination risk.
- **Reliability accessories:** Identification systems and tools that lock in correct practice long after installation.

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What's in it for You - A partnership, Not a purchase order

What you receive

- Premium, differentiated products with defensible margin
- Attractive, tiered dealer pricing
- Territory-focused sales & 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 category

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

You're never left to support customers alone

- **Marketing support:** Product brochures & catalogues, technical datasheets & images, video and social/website content, joint campaign support, product-launch materials, sales presentations.
- **Technical support:** Direct technical advice, application & product-selection support, installation guidance, joint customer demonstrations, ongoing lubrication expertise on tap.

From first call to first order - Six steps

Phase 1 - Foundation & Alignment	Phase 2 - Implementation & Growth
1. Initial discussion Align business goals, market reach and mutual interest.	4. Product training Comprehensive technical and sales training for your team.
2. Business review Evaluate current capabilities and where Lubrettec adds value.	5. Marketing launch Joint go-to-market strategy using professional assets.
3. Dealer agreement Finalise a tailored proposal with clear terms and expectations.	6. Business growth Ongoing technical support and account management.

Ideal dealer profile: 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.

Frequently Asked

- **What territories are open?**
Actively recruiting across Europe, the Middle East and Africa; tell us your country and market focus and we'll confirm availability on your partnership call.
- **Need prior lubrication-sales experience?**
No - comprehensive product training is included; we look for strong relationships in industrial, maintenance, reliability or MRO markets.
- **How do we start?**
Apply via the dealer page or contact us directly. We'll follow up to discuss your market, fit and next steps - no obligation.