



**WE WANT YOU...**





## PUTOLINE OIL, DRIVEN BY TECHNOLOGY

*"I've been using Putoline Oil for years, and I can't imagine doing without it."*

"Whether I am going for a relaxing tour or I need speed on the racetrack, a Putoline product always provides an optimal performance."

Putoline Oil is well known around the world and a prominent brand in the lubricants industry. Putoline Oil concentrates entirely on the motorcycle line of business and this specific attention has resulted into a very specialist market approach and the most extensive product range available on the market today. As an independent manufacturer and specialist we are flexible and able to respond rapidly to market developments and specific requirements of our customers. Due to continuous research and innovative product management, we can always offer leading technology and guarantee the best quality! At Putoline Oil, service is very important! The website [www.putoline.com](http://www.putoline.com) is an important source for information and the advisory database enables you to obtain professional lubricant information round the clock, seven days a week.

*"Convince yourself of the benefits of Putoline Oil!"*

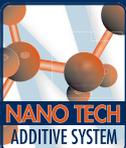
### PUTOLINE OIL: YOUR QUALITY GUARANTEE

We have our own production location, which enables us to guarantee the outstanding quality of our lubricants. Our production location is fully ISO 14001:2004 and 9001:2008 certified



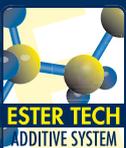
### PUTOLINE OIL ADDITIVE TECHNOLOGY:

Our specialist approach and constant research enable us to make use of the very latest technology. That has resulted in the following (still growing) range of additives, which has been compiled and tested in partnership with well-known racing teams.



#### Nano Tech:

"Pure bike" Nano Tech additive technology system. Putoline Oils most advanced lubricants, intended for modern, high performance motorcycles.



#### Ester Tech:

one of the world's most advanced motorcycle lubricants, intended for modern, high performance motorcycles (road and off road), partly based on fully synthetic Ester Tech base oils.



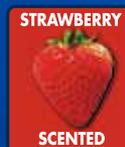
#### Technomoto:

a high-quality product line, possessing all the qualities needed by a specific motorcycle oil.



#### MRH:

the latest generation of two-stroke technology was developed specifically for scooters, motorcycles and karts.



#### Strawberry:

these products offer outstanding engine protection and feature as an added extra unique strawberry aroma. Heads will turn as you drive by.



#### Biodegradable:

this logo stands for the biodegradable products of Putoline Oil.

## **PUTOLINE OIL: YOUR TOTAL SUPPLIER AND PARTNER IN THE WORKSHOP**

*We always go that extra mile and take a constructive approach to assisting you in order to make doing business as easy and pleasant as possible. With that aim in mind we offer two comprehensive concepts*



### **1) PUTOLINE OIL OFFICIAL SUPPLIER-CONCEPT:**



#### **One-stop-shopping**

As well as the wide range of engine oils, transmission oils, front fork and shock absorber oils, the brand includes a complete range of maintenance products. That means that you go to a single supplier for all of your products.



#### **Shop presentation**

When purchasing an entry range we offer a shop layout featuring scan cards clearly displaying all of the products. We can also provide you with specialist displays, illuminated signs and posters to decorate your shop. As well as that, Putoline Oil supplies a trendy advice system under attractive conditions. This Top Salesman is explained in more detail on the reverse side!



#### **Technical support**

The Putoline Oil range is supported by our advice programme, which is given on our website: [www.putoline.com](http://www.putoline.com). This programme makes it easy for you to find the right lubricant for your vehicle. It also gives you direct access to product information, specifications and safety information sheets. That makes it possible for you to position yourself as a lubricant specialist. We also have a technical department stand by to answer all of your technical questions about lubricants.



#### **Sales support**

As well as technical advice we offer commercial support for the promotion of our products. You stand to benefit from:

- General sales campaigns presented on a regular basis
- Customer-specific campaigns for which we can develop advertising materials
- Joint promotion / participation in advertisements
- Support at house shows
- Sponsoring package
- Putoline Oil clothing range





## 2) WORKSHOP CONCEPT:

### ➤ The Cleansol concept

Cleansol is a degreaser that easily removes oils, greases and other dirt. Its strong cleaning power, low price and low evaporation makes Cleansol extremely economical to use. If you order a 200 litre barrel of Cleansol we offer a parts cleaner under extremely attractive conditions.

### ➤ Bulk & IBC Supply

At the purchase of Putoline Oil products in bulk we offer high quality equipment at favourable conditions.

### ➤ Other equipment

We supply conditions pneumatic oil systems, reels, drum dollies and other oil-related dispensers and receptacles under attractive conditions.



## 3) KAS - CUSTOMER ADVICE SYSTEM

KAS enables you to offer your customers free access to the most comprehensive advice database. That way you always provide the latest lubrication advice for motorcycles in the road segment, the off road segment, for scooters, karts and quads.

### With KAS :

- You have important knowledge at your disposal
- You always provide expert and up-to-date advice with regards lubricants for different applications
- You offer an unsurpassed service to your customers
- You exude professionalism
- You have acquired a top salesman
- You are a leading lubricants specialist



## SEE YOU SOON!

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