



insight

EDITION 2 / VOLUME 1

Valvoline® makes a Hot Impression during Cool Event in Poland



Training course helps deliver more business!

Hungary's largest public transportation provider improves fuel economy with Valvoline Professional Series



Get to know your Valvoline EMEA team!



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Valvoline

makes it's presence
known at Polish
Ice Racing World
Championship



As title sponsor of the FIM Ice Racing World Championship, Valvoline Poland achieved outstanding brand presence and left viewers with little doubt as to which company was the main sponsor.

The ice racing event was held in Sanok, Poland, on January 15-16. This was

our second year as title sponsor and third year of involvement. Valvoline Poland also sponsors the Polish National Ice Racing Team.

Ice Racing is a developed form of speedway racing, which features racing on frozen surfaces. The biker's race on

a 400-meter oval track with speeds approaching 130 km/h on the straights and 100 km/h on the bends. The motorcycles are genuine racers, not modified street bikes. Engines run on methanol with a 14-15/1 compression ratio, and a 500 capacity. There are no brakes and only one low footrest. The bikes' tires

are studded that grip the track surface. The race structure and scoring are similar to that in conventional speedway.

Eighteen of the world's hottest ice racing stars competed in the event that took place on an outdoor track at one of the best sports complexes in southern

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Poland. Riders included current world champion Nikolay Krasnikov, Ivan Ivanov and Danil Ivanov (all from Russia), former world championship medalist Antonin Klatovsky Jr. of the Czech Republic, plus top riders from Finland, Netherlands, Germany, Austria, Switzerland and Ukraine. Four riders Miroslaw Daniszewski, Grzegorz Knapp, Michał Widera and Pawel Hejnowski represented the Polish national ice racing team.

The Russian riders dominated the event. Ivan Ivanov won with 17 points, Nikolay Krasnikov took 16 points and Dail Ivanov came in third with 15 points. Grzegorz Knapp, considered the best Polish rider, finished sixth in the standings.

There was tremendous interest in the event from media outlets across the country. Radio Rzeszow and Radio Bieszczady broadcast all the events and the final event was broadcast live on Polish national television - TVP SPORT and TVP INFO. Extensive coverage also appeared on the Internet and in print media including newspapers and motorcycle and speedway magazines. In addition, over 4,000 spectators watched the events at the Sanok Arena.

As title sponsor, Valvoline achieved great brand presence from the media coverage and on-site visibility. The Valvoline logo appeared on the ice truck, bikers' suits, and motorbikes during television transmission.

Valvoline sponsored driver takes second consecutive win



NMK Drammen driver, Anders Grøndal, recently took his second consecutive NM win in the 2010 Mountain Rally. Valvoline Oil, a distributor for Norway and Sweden, sponsors the third-generation rally driver.

For the 26-year-old Grøndal, racing runs in the family, with both his father and grandfather as former Rally and Rallycross drivers. In 2002, Grøndal became hooked on Rally when he accompanied Subaru Norway on a trip to the Swedish Rally. Since then, he has made great strides toward his goal of becoming the Norwegian champion in the WRC.

In addition to Grøndal's recent wins, other career highlights include: #1 Drammen Grand Prix VS European elite in Rally and Rallycross, Bakke record in 4 of 5 bakkeløp 2007, 3rd Rally NM 2007, and Norwegian champion bakkeløp 2007.

When he's not driving or selling cars for Bilbutikken AS, you can find Grøndal pursuing his other pastimes which include boating, wakeboarding and snowboarding.



Michel Nykjær to race in the 2010 WTCC

Reigning Danish Touring Car champion Michel Nykjær will take part in the 2010 WTCC behind the wheel of a SEAT León run by SUNRED Engineering.

Nykjær, who is sponsored by Pole Position Denmark and **Valvoline Denmark**, recently drove the SUNRED car in a private test, with excellent results.

The 30-year-old Dane has emerged as one of the most successful touring car drivers in Europe. He has clinched the Danish Touring Car title twice (2007 and 2009), as well as the FIA European Touring Car Cup (2007 and 2008) in SEAT León and Chevrolet Lacetti cars.

“The SEAT León is a fantastic car. SUNRED and SEAT Sport have very close relationships and I am confident that they can help me to reach the very top. My goal is to win the Independents’ Trophy in 2010, which I consider possible, in spite of the tough competition,” Nykjær said.



Training translates into big business for African distributor

The new Valvoline distributor in Tanzania and Uganda, Pegasus MD, recently found out that proper training can quickly lead to increased sales.

The training was well received with good questions and interaction from the participants.

Pegasus’s owner, Lux Minnebo, together with the African Fleetguard team, organized a two-day meeting and training session for area customers. Valvoline training was led by, Keith Johnson and Fabrice Goodale.

Approximately 150 potential customers attended the second session the following day. One of the key objectives was educating the participants on the difference between high- and low-quality lubricants.

As a result of the increased interest in Valvoline products since the training, Pegasus recently placed a \$100,000 order. Needless to say, more training sessions are being planned with other East African distributors in 2010!

The focus of day one was on training the Pegasus staff together with employees of the company’s Ugandan distributor, K.L. General Supplies Ltd.



Valvoline Professional Series delivers improved fuel economy for Hungary's largest provider of public transport

Situation:

In 2009, Valvoline met with Volánbusz Zrt., Hungary's largest public transportation provider, to discuss how the Valvoline Professional Series (VPS) Heavy Duty (HD) Diesel System Complete product line could benefit the state-owned transportation company.

Following the presentation, the two companies agreed to jointly participate in a field test to determine if, under normal operating conditions, VPS HD Diesel System Complete improves performance in heavy-duty commercial vehicles.

- Engine power
- Wheel power
- Pulling power
- Torque
- Fuel consumption
- Smoke emission

Key Findings:

The field test proved that VPS HD Diesel System Complete reduced fuel consumption in four out of five vehicles (Note: the sixth vehicle had to be eliminated from testing due to a mechanical failure). The reduction in fuel consumption ranged from 1.3% to 10.9%, with an average of 5.45% per vehicle.

Test results also indicated a significant reduction in the release of solid particle emissions (soot) for the majority of vehicles.

In addition, drivers of the tested vehicles reported a visible reduction in exhaust smoke, smoother and more silent running, and improved power and performance when greater output was required (e.g., on a hill). At the conclusion of the test, every driver supported continued use of the product.

Benefits:

The reduced fuel consumption translates into a substantial savings in fuel costs for Volánbusz Zrt. Based on an average fuel consumption of 32,592 L per vehicle, a 5.45% (1,766 L) reduction at an average fuel cost of €1.08L(295 HUF/L) results in a yearly savings of €1,907(1.766 x €1.08) per vehicle (520.970 HUF). With a current fleet of nearly 640 buses and about 300 vehicles in sub-contractor firms, Valvoline Professional Series HD Diesel System Complete can significantly reduce fuel expenses for Volánbusz Zrt.

The reduction in solid particle emissions has a positive impact on the environment.

Product Information:

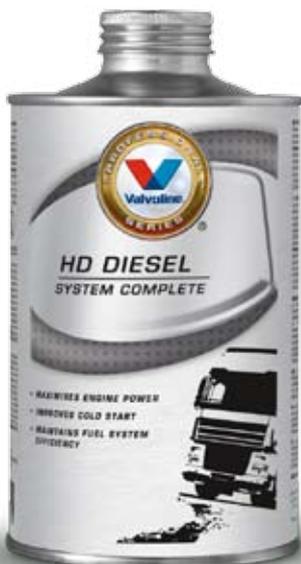
The VPS HD Diesel System Complete is a fuel system cleaner formulated to clean the entire fuel system of a heavy-duty diesel engine. It is designed to restore engine power and performance so that higher cetane fuel is not required.

The product demulsifies fuel from condensation water and protects against rust and corrosion. VPS HD Diesel System Complete helps reduce vehicle downtime by keeping the engine clean, reducing wear and helping the engine run smoother and more efficiently.

Field Test:

Volánbusz Zrt. provided six commercial vehicles for the test. The test vehicles included buses and vans servicing urban and suburban areas. Both lower and higher-mileage engines were included with odometer readings ranging from 82,770 - 654,126 km.

Pre- and post-test data was collected for the following performance measures:



New Ultramax™ HLVP - improved low-temperature viscosity and a lower pour point

We are pleased to announce that two new formulations of Ultramax HLVP are now available.

The new formulas, Ultramax HLVP 32 and 46 respectively, have an improved low-temperature viscosity and as a result a lower pour point. This is especially beneficial in countries with harsh winters.

Additionally, the products now contain a stronger viscosity modifier, giving the products improved shear stability to keep the viscosity in its grade, even under severe applications.

Please note the color of the products have changed as you can see in the pictures below. However, the price has not been affected.

Ultramax HLVP 32



Old formulation



New formulation

Ultramax HLVP 46



Old formulation



New formulation

To learn more, please contact Barbara Leandre Kotlarska at bleandrekotlarska@ashland.com.

Heavy-duty engine oil “Brainshark” presentation now available

Please be informed we now have a new online tool available that focuses on heavy-duty engine oil (HDEO). ‘Brainshark’ is an online presentation tool that is similar to a PowerPoint, but with a voiceover, that takes the viewer through all products and applications. The video starts automatically once the user clicks on the link in the next column. If it doesn’t work, please try copying the link into your Internet browser and hit enter.



Over the last 10 years, the world’s heavy-duty lubricant market has changed dramatically. More complex product lines have been developed, new engine types are in the market, and current emission regulations require more and more modern exhaust after-treatment systems. Needless to say, this fast changing environment means higher lubricant requirements.

The Valvoline HDEO Brainshark course is based on the Valvoline Institute heavy-duty training presentation and contains the following subjects:

- *The changing market*
- *Heavy Duty opportunities*
- *The key market drivers*
- *Quality systems and specifications*
- *Valvoline Heavy Duty Engine Oils- product information*
- *Marketing support programs*

To find the Brainshark presentation enter the link below:

Link:
<http://www.brainshark.com/valvoline/vu?pi=544353224>

Please take the time to use this great tool and discover how simple education can be. Available online 24 hours a day, seven days a week.

Please contact Arne Boehden at aboehden@ashland.com for more information and support.

A screenshot of a web browser displaying the Brainshark presentation. The browser window title is 'HDEO new_01_09_2009 - Ashland Inc.'. The address bar shows 'http://www.brainshark.com/brainshark/vu/view.asp?pi=544353224'. The presentation content includes the Valvoline logo, the title 'Engine Design - EGR Route', and a diagram of an engine's EGR system. The diagram shows 'Fresh air' entering from the left, 'Exhaust gas recirculated from exhaust pipe' entering from the bottom, and 'Exhaust gas' being drawn into the 'EGR Valve' and then into the 'Injector'. A 'Laser Beam' is shown pointing at the injector. Text on the right explains that this technique directs exhaust gas back into the air intake, reducing oxygen content and forming fewer nitrogen oxides. A sidebar on the left shows a table of contents with '25. Engine design - EGR route' selected. A large white mouse cursor icon is overlaid on the bottom left of the screenshot.

Using the Valvoline brand name and logos



Ashland Consumer Markets (Valvoline), as the leading supplier of premium products, now takes a new leading position in brand communication. Proper use of a trademark is important in preserving the value of a brand name. If a trademark is used improperly, with time the brand can lose its value as a trademark and may become generic.

Please help us to protect our brand name:

The first time the Valvoline brand name and/or registered product appears it must be accompanied by the registered symbol in superscript format[®]. A complete list of Valvoline registered products can be found in the next column.

Valvoline and Valvoline registered products must never be used as a generic term or in plural or as a possessive noun, e.g., "Valvoline's".

When the Valvoline brand name and/or Valvoline registered products is used as part of noun, it should never appear on its own. It should always be accompanied by a noun. For example, Valvoline products, Valvoline materials, etc.

The Valvoline brand – and the logo that identifies it visually – stands for quality products and a full product range. The most important factors for a brand are consistent appearance for building recognition and consumer brand loyalty. When creating and producing promotional materials, it is essential to always use the right Valvoline logo elements, color schemes and type styles to maintain brand recognition, continuity and integrity, and to continue to strengthen the Valvoline brand.

Please be reminded to refer to www.valvolinemedi.com where

Valvoline logos and the style guide can be downloaded 24/7.

TRADEMARKED VALVOLINE PRODUCTS

Valvoline[®] products, programs and services

SynPower[®] motor oil

MaxLife[®] motor oil

DuraBlend[®] motor oil

ProFleet[®] engine oil

All-Fleet[®] engine oil

Premium Blue[®] engine oil

Tectyl[®] protective products

Eagle One[®] automotive appearance products

Valvoline Professional

Series[®] products

VR1[™] Racing engine oil

Ultramax[™] hydraulic fluids

Trademarks can be a complicated subject therefore if you have any questions or require further information, please contact valvolinemarketing@ashland.com.





Winter in Europe

What you need to know to protect your car

“ When possible, try and drive longer distances so that the engine becomes warm ...”



Wintertime in Europe brings ice, snow, and road salt, all of which are bad for your car. Under these circumstances, people usually drive as infrequently as possible. As a result, the engine rarely reaches the normal operating temperature.

The next time motorists take the cap off to check the oil, they often find a layer of white gunk that resembles mayonnaise. The oil industry calls this “white sludge” and it consists of motor oil contaminated with condensation water.

One liter of burning fuel produces almost one liter of water vapor. 98% of this escapes through the tailpipe, but approximately 2% will pass the piston rings and land in the sump together with other gases. These gases and vapors reach the air intake system via the carter ventilation. However, if the engine is cold, these vapors will condensate and form an emulsion with the engine oil. This emulsion will form

white sludge on the coldest parts of the engine such as the valve cap, the filling cap on top of the engine, and the carter ventilation tube.

What to do about it?

When possible, try and drive longer distances so that the engine becomes warm and is capable of removing the condensation sludge through the tailpipe.

The carter ventilation system can also be isolated with heat resistant materials. If the ventilation tube is hanging in the cold air stream, hang it on the other side of the engine. If this solution does not work, its best to change the motor oil and use Valvoline Engine Flush. This will help prevent later damage to the valve train or camshaft.

If you have any questions regarding this topic, please contact Arie de Graaf at adegraaf@ashland.com.

Get to know our team

The EMEA Customer Service Team announces 2010 goals



Last year was challenging for the Customer Service team. Issues within the supply chain required the distributor team to temporarily move to the Valvoline production site in Dordrecht.

Now that the move is complete, the entire organization, including customers, are benefiting from the temporary relocation. A strong distributor team is now in place that understands and can anticipate production bottlenecks and challenges before they happen.

2010 goals include:

- Improve internal communication
- Further build on newly gained knowledge
- Increase communication with customers (via conference calls) to better understand their issues and challenges
- Expand EDI connections (currently working on pilot)
- Continue work on process improvements



Erik van der Vegt



Margret Aalders



Sarah Jordon



Maja Strömberg

Erik van der Vegt has been working at Valvoline for almost two years. He lives in Rotterdam and has a logistics background. Erik is responsible for all customer service activities for Valvoline EMEA and three other Ashland divisions. In his spare time he enjoys photography, sailing and traveling to far-away destinations.

Margret Aalders has been with the company for more than 20 years. Her first job was in the Logistics department in Hamburg, Germany followed by a year in Purchasing. In 1995, Margret moved to Barendrecht and is currently a Customer Service supervisor. She loves to be outdoors, taking walks by the sea, sailing, gardening and cooking for family and friends in her free time.

Sarah Jordon is part of the Distribution team and works primarily with customers in the Middle East, Eastern Europe and Africa. She joined Valvoline three years ago after 10 years as a financial advisor with Barclays Bank. Her hobbies include sailing, scuba diving, traveling, cooking and looking after her pets.

Maja Strömberg began her career with Valvoline in October 2005 as customer service representative for the Swedish affiliate. After the affiliate was closed, she began working for the Distributor team. She now works with customers in many countries throughout Europe including Sweden, Norway, Latvia, Lithuania, Israel and Greece. Maja likes to spend the majority of her free time with her horses and family. Her other hobbies include reading, going to the movies and dining out.



Alessandra Marzin



Karin Pruijsen



Christiane Schwaldt

Alessandra Marzin joined Ashland in September 2006 as a customer service representative for Valvoline Italy. She joined the Distributor team last year and works with customers in Italy, North Africa, France, Spain, Eastern Europe, Turkey and Cyprus. Alessandra's hobbies include traveling, Latin music and Italian cooking.

Karin Pruijsen has been with the company for 25 years. She began her career in the Export department of the Dordrecht plant. Karin currently works for the Distributor team and is responsible for our Dutch distributor, along with other distributors in Africa, Scandinavia, France and the Middle East. In Karin's spare time she enjoys gardening, music, skiing and spending time with her family.

Christiane Schwaldt is a member of the Distributor team and primarily responsible for our Russian customers. Prior to her current position, Christiane was a customer service representative for Valvoline Germany. Christiane enjoys baking, shopping and meeting up with friends in her free time.

New roles within Ashland Consumer Markets (Valvoline) EMEA team



Dirk Kranendonk

Dirk Kranendonk has been with Valvoline for a little over two years. After completing his bachelor's degree in International Business from the University of Kentucky, he accepted an internship with Ashland Consumer Markets in Lexington, Kentucky.

Dirk returned to the Netherlands in June 2008 upon the completion of his internship and expiration of his visa. He subsequently applied for the market research analyst position within Valvoline EMEA and received the job.

Dirk was recently promoted to marketing coordinator. In his new role, Dirk will provide support to the Platform Marketing managers to drive EMEA sales and marketing strategies for Valvoline products.

His new responsibilities include:

- Support Platform Marketing managers in development of marketing initiatives, including programs, promotions, advertising, sales collateral and press releases
- Drive execution of platform marketing activities in affiliate markets
- Define and communicate processes to ensure flawless execution
- Provide market insights to support initiatives
- Gather feedback to continuously improve effectiveness of marketing initiatives
- Drive synergies of marketing activities across platforms



Frans van Elk

Frans van Elk has been named Source-to-Pay (Purchasing) leader for Ashland Consumer Markets (Valvoline) in the EMEA region. This new position was created to better address the strategic regional challenges of the supply chain for Consumer Markets. Van Elk assumes his new responsibilities on Feb. 1, reporting to Tim Pione, global purchasing director for Consumer Markets and Ashland Performance Materials. Reporting to van Elk will be Vladimir Drakulic, purchasing manager, Consumer Markets, EMEA.

In his new role, van Elk will be responsible for leading his team in the development and execution of sourcing strategies for the key raw materials and toll blenders required to support Consumer Markets' business in EMEA. He currently serves as purchasing manager, Ashland Hercules Water Technologies, EMEA.

"Frans brings the experience and strategic thinking required to deal with an increasingly complex supply market for both the raw materials as well as our toll blenders," said Pione. "A more strategic approach to Consumer Markets' sourcing in EMEA will not only improve our cost position, but also will help drive the needed growth in targeted regions of EMEA. Frans has the needed skills to make this happen."



Kiwi caddy reaches goal by winning second series championship



Valvoline-sponsored race driver Steve Williams recently stood in the winners' circle as the New Zealand Saloon Car champion. It was a goal he set for himself five years before, when he first built two new race cars with a desire to win a title in each.

He accomplished the first step in 2006 when he won the Super Saloon title. On Jan. 2, 2010, he gained his second title as Saloon Car champion. Williams won both titles at the Baypark Championship Speedway in New Zealand.

After winning his second championship, Williams said, "My thought five years ago when I built these two new Harris cars (the Mustang Saloon and super saloon) was I'd like to win a title in each of them. It was a big goal."

"We're proud of our relationship with Steve, and this championship is well deserved," said Rob Clendening, brand manager. "Most folks here probably know him because of golf, but he's also a hot shoe within our motorsports program. He's helped us create tremendous value off the track too, in programs with our retail customers."

For more information about Steve Williams, the Kiwi Caddy, visit his Web site at kiwicaddy.com.



U.S. truck fleets guaranteed up to 4-percent better MPG



Valvoline is teaming up with Tiwi,* an innovator in telematics and driver mentoring systems, to launch the first and only program proven to deliver better fleet fuel mileage, backed with an exclusive limited Fuel Proof Guarantee.

The Fuel Proof Guarantee covers a 120-day customer demonstration period and is being offered to fleet operators with a minimum demo of 30 trucks. Valvoline and Tiwi work with fleet maintenance managers to establish baseline data, using the Tiwi™ onboard system. Premium Blue Extreme engine oil and Syn Gard™ FE gear oil are then installed. Additionally, the tiwi verbal-coaching system is activated to provide drivers with real-time verbal mentoring about speeding violations, aggressive driving, other inefficient habits, seat belt use and more.



After the completion of the Fuel Proof customer demonstration period, if the fleet has not shown an increase in fuel economy, Valvoline and tiwi will remove their products from the vehicles used in the demonstration and reimburse the fleet for any incremental costs. Unlike competitive mpg claims with vague or unsubstantiated data, Valvoline enlisted two independent test facilities and multiple real-life customers to validate miles-per-gallon (mpg) gains, using the EPA SmartWay certified J1321 protocol. Tests were conducted with vehicles operating with Premium Blue Extreme SAE 5W-40 full synthetic engine oil and Syn Gard FE gear oil. Results varied

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depending on loads, routes and drivers. Less-than-truckload applications and P&D operations achieved the highest fuel economy improvement. Adding tiwi vehicle monitoring and driver mentoring is expected to yield greater gains in virtually every type of fleet operation.

John Noal, Vice President - International and Commercial Platforms for Valvoline, explains the need for a mileage improvement guarantee. "Fleet customers are understandably highly skeptical about mpg claims. They need proof that they're going to get better mpg with their own drivers, in their own operations. The limited Fuel Proof Guarantee is a risk-free way for fleets to prove that our mpg gains are for real."

Todd Follmer, Chief Executive Officer for tiwi, noted, "According to EPA statistics, driving habits affect mpg by as much as 35 percent. Fleet testing has proven that using tiwi in-vehicle mentoring will decrease aggressive driving events by 89 percent and speeding violations by 86 percent. The EPA reports that simply obeying posted speed limits will increase fuel efficiency by as much as 23 percent."

Please be advised this program is being tested in the U.S. only.

Ashland Consumer Markets (Valvoline) is looking into expanding this program into other markets, including EMEA. For more information on the program, please visit www.fuelproofguarantee.com.



Promotional vans drive brand awareness throughout India

Valvoline India has employed an innovative marketing tool to increase Valvoline brand awareness, distribution and sales throughout the culturally and socially-economic diverse country.

Several vans have been customized with the red, white and blue Valvoline logo and outfitted with multimedia systems in an effort to reach key targets including distributors, retailers, influencers (mechanics) and consumers.

The vans are typically used for promotional events such as a new product or distributor launch and for oil change camps held at service centers or retailers. The vans also visit less developed areas of the country in order to reach rural end-consumers.

Each van is operated by a field marketing representative who conducts the promotional activities. For an oil change camp, the van usually hits the road around 9am to generate excitement and assemble a crowd. Once the camp begins, the van moves to a highly visible location such as a high-traffic zone or a parking lot to expose as many people as possible to the Valvoline brand. Product brochures and free promotional items such as caps, t-shirts and key chains are distributed.

The vans are used extensively in underperforming areas of the country

and in places where Valvoline does not have an established presence. The program has proven especially effective in establishing new distributor appointments. It is also credited with helping expand geographical coverage for existing channel partners and adding more than 100 additional partners.

Promotional activities are often planned around retail outlets that do not carry Valvoline products. By targeting and educating key influencers via van road shows, over 2,000 new retail outlets were added within an 18-month period.

Valvoline India recently increased its use of the vans in targeting the rural end-consumer. Retail markets in these less developed areas are few. Instead, consumers visit unstructured markets known as feeder towns or "mandis" to buy and sell products. Many companies, including Valvoline, bring their goods and services to these busy markets in order to reach the rural customer. Villagers will often visit the market on trolleys pulled by farm tractors. Valvoline has branded many of these trolleys by painting them and also offers oil changes at a roadside shop.

Similarly, the Valvoline van often sets up shop outside of a sugar mill to reach the farmers after they have sold their sugar cane. Because the farmers have just been paid, Valvoline has had much success servicing their vehicles with an oil change.



European inspections are detailed and tough



Sandor Zuurendonk

The European Union's REACH legislation requires the registration and safety evaluation of chemicals manufactured, imported and sold on the European market. This may seem simple in theory, but companies operating in the European region must comply with REACH through a series of very detailed activities, including adapting core business processes and evaluating

the commercial viability of product lines to determine the strategy for registering these chemicals with the proper authorities.

A core project team, comprised of commercial unit and resource group representatives from around the world, has been working together for more than two years to ensure the successful implementation of the REACH requirements within our global operations. Certain business processes within New Solutions Development, manufacturing and purchasing must be modified so that our company is and remains REACH compliant.

As an example, beginning Jan. 1, materials imported into Europe, as either raw materials or finished goods, will be automatically checked in SAP* for REACH compliance. Purchase orders that are not REACH compliant will be blocked (if all other manual checks have failed) until the issue is resolved. Chemical companies are not the only organizations affected by this broad legislation.

"For the different regulatory authorities in the 30 countries covered by REACH, the legislation is new as well, requiring them to adapt their own processes and checks around validating whether companies are REACH compliant," said Sandor Zuurendonk, REACH project manager. "As part of this validation, authorities are required to visit the sites of companies subject to REACH, and audit their processes and procedures to see if they are REACH compliant."

With substantial operations and a broad chemical portfolio in many European



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countries, five of our sites have already been inspected by authorities (sites are inspected based on the legal entity):

- Barendrecht, Netherlands (Ashland Nederland BV);
- Barcelona, Spain (Ashland E&PS Spain S.A.);
- Benicarló, Spain (Ashland Chemical Hispania S.L.);
- Helsingborg, Sweden (Hercules AB),
- Sauveterre, France (Ashland Polyester SAS).

During each inspection, we were able to demonstrate a solid approach to managing REACH – an approach that is supported by cross-functional teams, business processes and tools, such as SAP. As a result, we successfully passed the audits without any negative findings identified.

“These audits are serious activities, and must be coordinated very closely with the EMEA EH&S team and local plant management,” added Zuurendonk. “The most recent inspection in Sauveterre

on Dec. 7 turned out to be the most challenging with a French inspector who is known for being difficult. After responding to an in-depth list of questions over a period of five hours (compared to the two hours at other sites), the auditor could not find any gaps in our processes and data.”

Zuurendonk explained that the results of these audits are reviewed across the different authorities from all countries, as part of an initiative called REACH-ENFORCE-1. Penalties for non-compliance are not to be taken lightly, and can range from fines and market withdrawal of the products, to imprisonment.

“Preparing for REACH has required cooperation from a large number of employees around the world,” added Karen Murphy, vice president, Environmental, Health & Safety. “We are confident that we have developed a strong platform for REACH compliance, and are well-prepared to meet the deadlines and overcome any future obstacles.”

New marketing tools can help drive sales

Valvoline has developed new marketing tools to help drive business in your market. Be sure to take advantage of these new materials.

Agriculture brochure

This in-depth brochure details the various Valvoline products that can be used to keep agricultural equipment running.



Heavy-duty engine oil catalogue

This new catalogue supports premium sales of Valvoline products in the mining, fleet, construction, agricultural, marine, industrial and other heavy-duty applications.

The open (native) artwork files of the above mentioned new marketing tools can be downloaded from Ashland's FTP server:

Web address: <https://sftransfer.ashland.com>

Username: S881468

Password: control7 (lowercase)





insight



Per Even Arnseth



Arie de Graaf



Erik van der Vegt



Keith Johnson



Paul Bork



Sandeep Singla



Barbara Leandre Kotlarska



Jacek Molenda



Arne Boehden



Courtney Lepianka



Paul Taylor



Scott Johnson



Patricia Fredrick

Contributors:

Product Manager Norway/Sweden
Per Even Arnseth

Technical Services Manager
Arie de Graaf

Customer Service Manager Barendrecht
Erik van der Vegt

General Manager
Keith Johnson

Territory Business Manager
Paul Bork

India JV Marketing
Sandeep Singla

Marketing Manager
Barbara Leandre Kotlarska

Territory Business Manager
Jacek Molenda

Field Training Specialist / Training Coordinator
Arne Boehden

Editorial:

Chief Editor, Trade Marketer
Courtney Lepianka

Editor, Marketing Manager
Paul Taylor

Editor, Communications Manager
Scott Johnson

Legal Editor, Senior Paralegal
Patricia Fredrick

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Special thanks to the US team for helping put this issue together.