

PERFORMANCE DRIVES THE SHIFT TO SYNTHETICS

ELLIE GIRARD, REGIONAL MANAGER, SOUTHERN CALIFORNIA, LUBRIPLATE LUBRICANTS COMPANY

In a world full of uncertainty, one thing is for sure: Automation and robotics are transforming the industrial manufacturing and distribution industries in big ways. From improving efficiency and lowering operating costs to increasing workplace safety, these advancements are at a gateway to producing and distributing better-quality products for your customers at a much faster pace.

Lubricant manufacturers have had to update formulations and additive packages in products to meet the high demands that automation machinery and robots need to operate at their top level. Many new components require 100% synthetic oils and greases and for good reason. Synthetic lubricants on average last three times longer than traditional mineral or petroleum-based lubricants, and withstand extreme conditions, such as high speeds and loads, varied temperatures and continuous operation.

In addition to the performance benefits of synthetic

lubricants, their use will almost always lead to lubricant inventory consolidation, which helps prevent lubricant misapplication.

The industry also is witnessing a shift from preventative maintenance programs to predictive maintenance programs. Maintenance personnel want to be able to remotely monitor the lubrication of their machinery and always remain steps ahead of any issues. Automatic lubrication systems are a perfect solution. These types of systems will ensure that every lubrication point receives the precise amount of lubricant at the correct intervals.



At Lubriplate, we have a variety of 100% synthetic oils and greases, both NSF/H1 food grade and non-food grade, that will fit perfectly into maintenance programs for all applications, including automated machinery and robots. Furthermore, these products are available in Perma Automatic Lubricators.



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▶ EALs CREATE DISTINCTION FOR DISTRIBUTORS

BEN GARMIER, VICE PRESIDENT OF BUSINESS DEVELOPMENT, RENEWABLE LUBRICANTS INC.

In many conversations with distributors, the same point comes up: The petroleum lubricant market has become a crowded space, and most of the products in that category feel very similar. They often use the same types of additive packs and the same base oils, and the performance does not change much from brand to brand. For many distributors, it is hard to stand out when the entire category looks and performs the same.

At the same time, there is steady interest and long-term growth in bio-based and Environmentally Acceptable Lubricants (EALs). Several market analysts expect this segment to keep expanding through the end of the decade. For distributors, that creates

a different kind of opportunity. Instead of competing only in areas where the products are all alike, they can add a product line that is rapidly growing and can help them build new business. We also see strong repeat use in this category. Once customers move to these products, they usually stay with them because the products solve real problems for them. That combination of growth potential and repeat business is hard to ignore.

There is also more attention today on where and how lubricants are used. Customers working outdoors, near waterways or sensitive areas, are looking for options that reduce environmental risk. Indoors, products with no VOCs, no heavy metals, and

safer handling characteristics help improve working conditions for maintenance teams, especially in tight or enclosed areas.

Renewable Lubricants supports distributors with fast lead times, direct technical access, and the broadest portfolio available of environmentally acceptable lubricants. With more than 250 products across hydraulics, gear oils, food grade products, greases, cleaners, and more, we can help distributors add a line that stands out. Because we control our formulations and manufacturing, we are able to respond quickly and support distributors as they grow.



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JULIE WILLIAMS, ASSOCIATE VICE PRESIDENT
OF MARKETING – AMERICAS, CRC INDUSTRIES

In the high-stakes world of industrial manufacturing, unplanned downtime remains the single greatest threat to profitability. For the modern facility manager, the goal isn't just to repair machinery when it breaks, but to extend the lifecycle of assets through proactive maintenance. This is where the industrial distributor plays a pivotal role, not just as a supplier, but as a solutions provider.

Currently, we are seeing a distinct market trend in MRO moving away from "all-purpose" and bulk fluids toward specialized, application-specific aerosol lubricants and penetrants. While bulk oils have their place, the precision, portability, and specialized chemistry of high-performance aerosols allow maintenance teams to address friction and corrosion in hard-to-reach areas with speed and accuracy.

This trend is driven by real-world necessity. Consider a seized fastener during a changeover on a critical production line – a specialized freezing penetrant, like CRC Knock'er Loose Plus, can break the rust bond in seconds, whereas a multi-purpose oil might take hours of soaking. Or consider a food processing facility – a purpose-built, NSF H1 lubricant, like CRC Food Grade Chain Lube, resists water and won't sling off where standard oils simply wash away. By offering CRC's broad range of aerosol maintenance solutions, distributors provide the exact tool for their customers, eliminating the "trial and error" that prolongs downtime.

However, a great product requires great support. For independent distributors, the CRC advantage goes beyond the can; it is about mitigating risk. Through our trademarked Risk Reduction Partner Program, we help their customers address challenges head-on. We perform onsite chemical inventory evaluations to help facilities minimize ownership costs and achieve regulatory compliance. Furthermore, we provide professional training and identify key cost drivers, from safety to manufacturing efficiency. This program allows distributors to deliver thousands of dollars in value, ensuring that operating a business and preparing for audits becomes second nature for the end-user.

When distributors partner with CRC, they are offering customers more than a commodity; they are offering a strategy to reduce downtime. By stocking a full spectrum of specialized aerosol solutions, independent distributors can position themselves as indispensable allies in the fight for operational efficiency.



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