

Hexol® is expanding into new markets

Bucharest - 2016, March 1st
Hexol Press Release by SDK Management

www.hexol.ro
www.sdkmanagement.com

For the Romanian lubricant producer, Hexol®, 2015 proved to be a very good year. The company reported at the end of the fiscal year a 30% growth in turnover, and implicitly a significant market share growth.

The company's attempt to enter new markets throughout Europe has been a successful one, with **Hexol®** products now available for consumers throughout Serbia, Slovenia, Moldova, Macedonia and Malta. The addition of these new markets to its already established sales markets such as Romania, Hungary, Bulgaria, Croatia and Greece led to the growth of the exports segment with up to 350% over the past year. The success factor to this growth can be attributed to the newly created export department of the company, being extremely flexible and agile it always looks to adapt to the needs of distributors and consumers.

The philosophy behind management's actions is based on the active engagement of local distributors, all sales being organized through them, making them the driving force with the necessary dedication to ensure the development of local markets.



“There are great opportunities for us on the Balkan market and in Eastern European countries neighboring Romania as we confidently move towards entering these new markets without neglecting the internal Romanian market where we have also seen continuous year over year growth in sales”,
declared Daniel Condratov, company president.

Hexol® was founded in 1997 in Canada and has continuously evolved over the past years.



Hexol® products are produced in the context of satisfying the growing complexity of current and future technologies. The development and diversification of new products is an initiative doubled with experimenting, testing and verifying products to ensure their quality and their capability to satisfy the most demanding usage needs imposed by sophisticated equipment of today's and tomorrow's generations.

The product portfolio of **Hexol®** is extremely diverse, with the company offering sustainable solutions such as fuel economy and extended engine and equipment life. Lubricants for vehicle engines and gears, industrial lubricants, greases and auto chemicals produced for passenger vehicles as well as commercial vehicles and industrial applications.

The advertisement features a large red maple leaf logo with the word "HEXOL" in bold black letters with a white outline. Above the logo, the website "www.hexol.com" is written in white on a black curved banner. Below the logo, the slogan "ENGINE'S CHOICE" is written in large, bold, red letters with a white outline. Underneath the slogan are five icons in black boxes: a motorcycle, a car, a truck, a crane, and a factory. At the bottom, a collection of Hexol products is displayed, including a green bottle of windshield washer fluid labeled "NO BUGS Windshield Washer HEXOL e4L", a grey bottle of motor oil labeled "10w30", a large grey jug of motor oil labeled "SUPERDIESEL 10w40 API CI-4/SI e4L", a smaller grey bottle of motor oil labeled "80w90", a large grey jug of motor oil labeled "STANDARD 15w40 MOTOR OIL e3L", and a grey tube of grease labeled "HEXOL 400 gr".

Source: Agenția Națională de Presă AGERPRES