



HEXOL

HEXOL Lubricants

Company Profile

Originating in Canada, Hexol started in 1997 by exporting lubricants to its subsidiary in Romania. Fast tracking over the years, after an investment in a blending and packaging facility in Romania, the company, as it is today, produces a wide range of lubricants and automotive chemicals.

Currently, the company's products are exported in a growing number of central-eastern European countries such as: Hungary, Bulgaria, Croatia, Slovenia, Serbia and Greece. Hexol's success in expanding to new markets at the start of 2011 is also attributed to its strategic positioning in NW Romania, having almost 10 countries at a distance of under 700 km in a radius around the plant, a gate to Central and Western EU. This fact also serving as an example of the huge potential of growth they still have ahead. Aside from its wide product range, Hexol has a very close cooperation with the well-known German company Stihl, packaging gardening lubricants for their Romanian, Hungarian and Greek markets, thus proving its private-label producing and packaging abilities through a highly flexible and timely production facility and high quality packaging standards.

Today, the plant located near Oradea, a city very close to Romania's NW border with Hungary, has a blending capacity of well over 10,000 MT of lubricants and chemicals. The facility is equipped with two bottling lines (different bottle capacities) for PET and HDPE bottles, feed regulators, labeling, ink-jet inscriptions, and shrinking foil-packaging machines. Almost 50% of the blending capacity can be packaged in small volume bottles (0.5L - 4L), the rest of the production being intended to accommodate large industrial packages (10L - 1,000L).

Hexol started with a line of automotive lubricants and after initial successes on the Romanian market it grew relatively quickly to incorporate a wider portfolio including a large range of industrial lubricants, gardening and forestry lubricants, greases, and various automotive chemicals. The newest range of products to be added to the list was 'Hexol Washline'- car care products, in the first half of 2014. The mission is to continuously strive to develop new products and packages determined to maintain the appeal of their customers.

Given the current dynamic of the general lubricant market and newfound opportunities abroad, the management is turning its attention to external customers. At the moment the company is



Daniel Condratov

making its number one priority to expand and reach new horizons by establishing new markets. To carry out this strategy, Hexol has recently extended its team to include two new sales managers focusing entirely on seeking new distributors and private label clients in uncharted territories in the surrounding region. Under the tutelage and guidance of the company president and founder Daniel Condratov, their start was a successful one. Daniel feels the company's competitive edge is given by its small size, with a team of 60 dedicated employees that are as much a family as they are a team. Together, they continuously seek to provide very competitive pricing and highly flexible production capabilities.

Having been the driving force behind creating and establishing Hexol in the first place, Daniel, who is an avid amateur golf player, is as much a part of the company's DNA as the company is a part of his. He is always glad to initiate and maintain relationships with both existing and new partners personally, so whether you are a supplier, a distributor or looking for a blender to produce and package your own label, you can count on him just as much as a partner in business as for a round of golf.

LINK
www.hexol.com