# MEET OUR STRATEGIC BRAND FAMILY

8 UNIQUE FLUIDS. 8 INSPIRING STORIES.



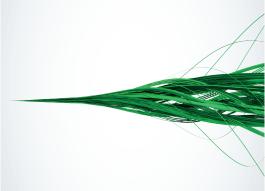
# MEET OUR STRATEGIC BRAND FAMILY

We're putting our marketing investment behind eight Strategic Brands that resolve distinct customer challenges. Each Strategic Brand has its own personality within the Castrol brand family and a 'Fluid In Action' to convey its unique benefit.

Come and meet the family.







PRECISION PERFORMANCE IN ALUMINIUM MACHINING





PROTECTION WHENEVER YOU NEED IT





STRONGEST LUBRICANTS FOR THE HEAVIEST LOADS





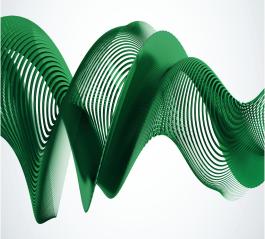
HIGH SPEED PERFORMANCE WITH BETTER FINISHING AND TOOL LIFE





ADAPTIVE PROTECTION FOR EQUIPMENT RELIABILITY





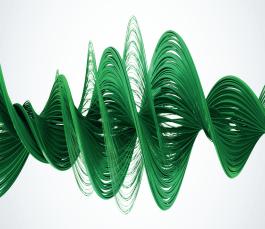
LOW FRICTION GEAR OILS THAT OPTIMISE EFFICIENCY





ABSOLUTE PERFORMANCE IN EXTREME ENVIRONMENTS





LONG LASTING FLUIDS FOR SYSTEM STABILITY

# HYSOL



## PROBLEM SET UP

In ferrous alloy metalworking operations leaching of alloy components can lead to instability in the fluid emulsion. Systems can fail due to growth of bacteria in these contaminated fluids and require interventions.

# ? REASON TO BELIEVE

Specially formulated lubricant with resilient additive technology to maintain system performance and fluid life.

# **Q** UNIQUE SELLING PROPOSITION

Long lasting fluids for system stability.

# **BRAYCO**



### 1 PROBLEM SET UP

Where the boundaries of possibilities are being pushed, failure is not an option because the equipment being used at the limits is hugely expensive and difficult to replace.

# 9 REASON TO BELIEVE

Castrol Brayco's range of high performance products are designed for applications in extreme environments – from the seabed to Mars.

# **Q** UNIQUE SELLING PROPOSITION

Absolute performance in extreme environments.

# **OPTIGEAR**



# 1 PROBLEM SET UP

Gearbox friction can generate excessive heat which puts thermal stress on system components and propagates wear and pitting to reduce operational efficiency.

# ? REASON TO BELIEVE

Castrol Optigear's advanced formulation containing MFT Plastic Deformation has proven to lower the (coefficient of) friction by up to 60% compared to standard gear oils, to reduce gearbox operating temperatures and actively resist wear and pitting.

# **3** UNIQUE SELLING PROPOSITION

Low friction gear oils that optimise efficiency.

# **TRIBOL**



### 1 PROBLEM SET UP

More than 60% of all mechanical failures are lubrication related, the majority of which are caused by wear and surface degradation.

# ? REASON TO BELIEVE

Advanced industrial lubricants containing active molecules that adjust to the operating conditions to protect components, reduce wear and unplanned failures.

### Q UNIQUE SELLING PROPOSITION

Adaptive protection for equipment reliability.

# **SYNTILO**



### PROBLEM SET UP

High speed operation creates extreme heat at the cutting edge – over 1000°C – which is difficult to cool and lubricate, damaging the component and the tool.

# 9 REASON TO BELIEVE

A clean synthetic fluid technology that cools like water to reduce extreme heat while lubricating at the cutting edge.

# **Q** UNIQUE SELLING PROPOSITION

High speed performance with better finishing and tool life.

# **MOLUB-ALLOY**



### 1 PROBLEM SET UP

Under the heaviest loads, the stress exerted can cause standard lubricants to break under the pressure, risking equipment damage or failure.

# 9 REASON TO BELIEVE

High performing lubricants containing solids that provide a protective layer that absorbs pressure, preventing component failure.

# **3** UNIQUE SELLING PROPOSITION

Strongest lubricants for the heaviest loads.

# **CYLTECH**



### PROBLEM SET UP

Cylinder protection is becoming more complex for ship owners, with changes in engine design, lower sulphur fuels and variable steaming conditions. They need the right lubrication - specific to their needs.

# ? REASON TO BELIEVE

Castrol Cyltech's range of lubricants give optimal protection against mechanical and corrosive cylinder wear, tailored to specific fuel sulphur levels and steaming conditions.

# 3 UNIQUE SELLING PROPOSITION

Protection whenever you need it.

# **ALUSOL**



### 1 PROBLEM SET UP

Producing precision components in aluminium is difficult because of edge build up on the tool, which can cause quality issues from the very first cut.

# ? REASON TO BELIEVE

Technology formulated to ensure precise delivery of Castrol lubricity additives to the cut which helps to stop aluminium build up at the tool, even at lower concentrations.

## Q UNIQUE SELLING PROPOSITION

Precision Performance in Aluminium Machining.