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Evonik's Oil Additives Team Ignites STLE with New Focus on Resource Efficiency

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HORSHAM, PA --- The Evonik display at the 69th STLE Annual Meeting & Exhibition introduced the lubricants industry to the new images and messages created for Evonik's re-branding of its Oil Additives business. With its new "Let it flow." thematic tagline displayed above a mural of wind turbines, a hydraulic excavator and an automobile, the Evonik STLE exhibit caught conference attendees' attention as they entered the STLE exhibition hall at the Disney Contemporary Resort in Lake Buena Vista, Florida.

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Throughout the three-day event, attendees gathered around the Evonik display to cheer on their favorites competing in the dual stationary bike contest – a simulation designed to physically impress the bicyclists with the pumping power of Evonik's DYNAVIS®-formulated hydraulic fluids. This theme of resource efficiency echoed through the new brand messaging. For example, posters at the Evonik display brought into focus the company's commitment to boosting efficiency, providing an "edge" and future-proofing business for its customers with energy-saving technologies like DYNAVIS®.

"Evonik's Oil Additives team was excited to launch its new brand messaging at the STLE Exhibition this year," said Doug Placek, Evonik Oil Additives USA, Inc. president and Oil Additives customer relations manager for the Americas. "The new 'Let it flow.' branding enables better communication of our power to support customers with market-penetrating technologies and products," he added.

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The new brand messaging communicates how customers can not only gain a competitive advantage with Evonik’s specialized high-tech, tailor-made additives solutions, but also strategize for tomorrow with innovative lubricant additives that reduce energy consumption, extend service life and boost productivity.

Evonik’s Oil Additives Team demonstrated energy-efficient DYNAVIS® Technology at STLE in its exciting, specially-designed “Simulator.” The bicycle simulation enabled two competing bicyclists to experience firsthand the power of hydraulic fluid formulated with DYNAVIS® Technology. Each bicycle’s pedals powered an identical pump, with each pushing a column of oil to the top of a clear acrylic cylinder. One column was filled with DYNAVIS®-formulated hydraulic fluid and the other was filled with an ISO-46 monograde fluid.

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The Evonik team entertained visitors to its stand with a real-world road race competition on its “Let it flow.” Speedway. Winners of the game were entered in a daily drawing to win a “Fitbit” fitness tracking wristband.



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Serving as a Titanium Plus sponsor of the STLE Annual Meeting, Evonik's Oil Additives team raffled off three Nike+ "FuelBands" to STLE attendees during the STLE Exhibitor Appreciation Hour Raffle on Monday, May 19.

To learn more about Evonik's technologies and products, visit evonik.com/oil-additives.

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About Oil Additives at Evonik

The Oil Additives team at Evonik has taken a leadership role in developing lubricant additive technology designed to improve fuel efficiency and productivity. Energy-saving results have been demonstrated with VISCOPLEX® Viscosity Index Improvers (VIIs) in engine oils, driveline fluids and gear oils. Industrial and off-highway equipment field tests have also recorded up to double-digit improvements in fuel savings with DYNAVIS® technology for hydraulic fluids, reducing operating costs as well as CO₂ emissions. Evonik's VISCOBASE® products offer an ideal balance between a very shear-stable VII and a synthetic base fluid, providing excellent solvency in automotive gear oil formulations such as heavy duty axle oils and manual transmission fluids. In all of its many applications, the Oil Additives team at Evonik strives for Resource Efficiency.

The Oil Additives business line of Evonik Industries also specializes in high-performance additives and technologies for fuels and refinery products. Evonik's VISCOPLEX® Cold Flow Improvers (CFIs) provide outstanding flow properties for biofuels in any region or season. VISCOPLEX® dewaxing aids (DWAs) are designed for refinery solvent dewaxing processes that involve differing lube oil viscosity grades, especially bright stocks.

Advanced regional technology centers, modern global manufacturing centers, and a secure and reliable supply chain worldwide enable Evonik's continuous development of customized solutions for customers anywhere on earth.

Company information

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Evonik, the creative international industrial group, is one of the world leaders in specialty chemicals. Its activities focus on the key megatrends resource efficiency, health, nutrition and globalization. Evonik benefits specifically from its innovative strength and integrated technology platforms. Evonik is active in over 100 countries around the world. In fiscal 2013 more than 33,500 employees generated sales of around €12.7 billion.

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