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DYNAVIS® Technology from Evonik Takes Center Stage at CONEXPO 2014, Showcasing Power to Grow Profits

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HORSHAM, PA --- DYNAVIS® Technology made its North American debut and its inaugural appearance at the CONEXPO-CON/AGG trade show and IFPE conference at the Las Vegas Convention Center, from March 4-8. Previous appearances of this extensive display on fuel-saving technology for hydraulic fluids had been limited to joint appearances with major construction equipment OEMs in European and Asian construction equipment trade shows.

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“At CONEXPO, we connected with and supported two primary groups: construction equipment fleet owners, who may be unaware of the significant fuel-saving potential offered by DYNAVIS® Technology, and oil marketers, who are DYNAVIS® Technology licensees and are currently supplying hydraulic fluid that incorporates DYNAVIS® Technology,” said Dr. Oliver Eyrisch, director, marketing and branding for Oil Additives at Evonik.

Oil marketers, fleet owners and operators were drawn to the DYNAVIS® Technology wall display of case studies to investigate the significant fuel savings achieved by changing from conventional monograde hydraulic fluid to fluid formulated with DYNAVIS® Technology. An impressive fuel-saving testimonial from Rainer Schrode, CEO of southern Germany’s Schrode GmbH civil engineering and road-building company, was the focus of one of three case studies featured at the display.

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Many visitors to the DYNAVIS® stand were attracted to the specially-designed “Simulator” where they could feel the difference DYNAVIS® Technology makes. “The bicycle simulation is set up with two bicycles, each pushing a column of oil to the top of a clear acrylic cylinder,” noted Dr. Eyrisch. “One column is filled with DYNAVIS®-formulated hydraulic fluid, the other with an ISO-46 monograde fluid. While one pedaler struggled to push the monograde fluid up the column, the other easily pumped the DYNAVIS®-formulated fluid to the top. All who watched

quickly learned that DYNAVIS® Technology was the winning choice, and that in the real world of excavation equipment, maximum benefits from DYNAVIS® Technology are realized when equipment is pushed to its maximum capabilities.”

The display also included animated demonstrations on large flat screen monitors that provided a visual cross section of hydraulic pump operation, with a focus on the problem of “internal leakage” encountered when using sub-standard fluids. The animation demonstrated how DYNAVIS® Technology meets this critical challenge for hard-working construction equipment, boosting efficiency and sustaining performance.

Using interactive digital calculators, construction equipment fleet owners who visited the stand were able accurately predict the savings achieved by replacing their conventional monograde hydraulic fluid with a DYNAVIS®-formulated hydraulic fluid. After entering details like fleet size, hydraulic fluid sump capacity, intervals between change-outs and diesel fuel prices and operating costs, fleet owners pinpointed the DYNAVIS® Technology advantage in five to ten minutes.

Dr. Ralf Düssel, Oil Additives global managing director, was on hand to explain the value of DYNAVIS® Technology to visitors to the stand as well. Also joining the DYNAVIS® Technology team were representatives from TOTAL, the French major oil company, and an early adopter of DYNAVIS® Technology. TOTAL is licensed to carry the DYNAVIS® label on its EQUIVIS HE line of hydraulic fluids.

“The performance advantage in productivity gain and fuel efficiency makes the selection of hydraulic fluids formulated with DYNAVIS® Technology an easy one – especially for owners and operators of large fleets of hard-working construction equipment,” said Dr. Eyrisch.

As the case studies indicated, no matter the application — civil engineering and road building, construction debris recycling, or pipeline excavation — premium, high-performance multi-grade fluids formulated with DYNAVIS® Technology out-perform simple monograde hydraulic fluids, and provide rapid payback in both fuel and operational savings. Members of the DYNAVIS® Technology Team working at the CONEXPO

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distributed many copies of a new DYNAVIS® Technology brochure titled, “Your profit is our success – marketing support for DYNAVIS® licensees.”

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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® technology offers 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

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

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fiscal 2013 more than 33,500 employees generated sales of around €12.9 billion.

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