

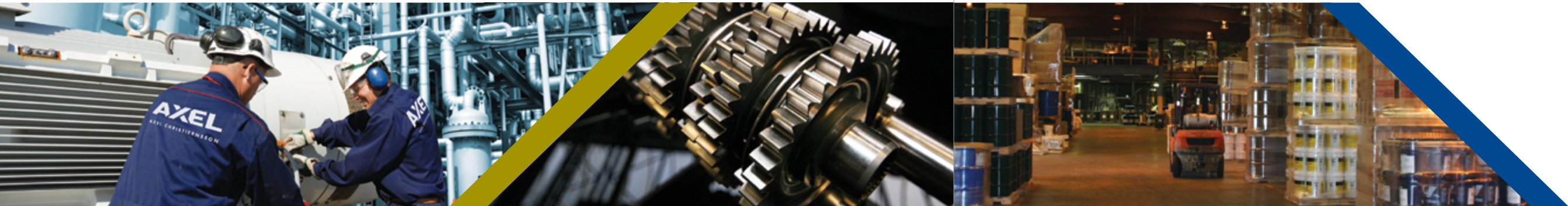


Your Global Partnership in  
Lubricating Grease, **Redefined**



Developing and manufacturing lubricants since 1888

Exceeding customer expectations for over 125 years



*AXEL Customised Label™*  
We produce your brand -  
and do not compete with  
you or your customers

**AXEL,  
Your Global  
Partner**

With over 125 years of experience, AXEL has expanded dramatically to become one of the leading global producers and suppliers of lubricating greases, with state-of-the-art manufacturing facilities in Sweden, France, the Netherlands and USA.

AXEL partners with many of the leading lubricants companies around the world who choose us because of our unique Customised Label™ concept.



*Serving the leading lubricants  
companies across the globe*

**Customised  
Label™  
Premium Products**

AXEL's Customised Label™ strategy ensures that every product leaving our plants is customised to your needs and labelled in your name. At AXEL we do not have our own brand and do not compete with our customers.

- Lubricating grease products include:
- AXEL Standard: High quality standard greases
  - AXEL Speciality: Complex thickened greases and products for specific applications
  - AXEL High Tech: High-performance products for specific applications
  - AXEL Unique: Top-level products based on leading AXEL technology
  - AXEL Food: A selection of H1 listed products made according to ISO21469

All AXEL products are produced under the strictest quality standards including ISO 9001, 14001, 21469 and TS 16949.

*AXEL Customised Label™*  
Your brand, your markets  
our knowledge



*A whole range of services  
for your specific needs*



### **Customised Label™ Premium Services**

As our customer, AXEL will provide you with the ability to tailor your Service Level Agreement (SLA) according to your specific needs.

- Ease of Supply – Partnering for Production
- Product Development
- Logistical Management
- Technical Support and Services
- Marketing and Sales Support

In all different industries, our customers are confident to be providing to their clients not only the best lubricating products but also a wide range of value-added services ranging from technical training and site evaluation to sales and marketing support.

*Ease of Supply™  
“The products and services we  
provide become an integral part  
of your value chain”*



*The best and latest lubricating grease technology applied to your requirements*



### **Lubrisense™ Knowledge and Innovation**

Together with you, as our customer, AXEL visits end-users, listening, giving advice, encouraging dialogue and gathering valuable information from the industries using our products: paper & pulp, steel, cement, railways, automotive, agriculture, off road, marine and many more.

Comprehensive knowledge about lubricating greases and their respective applications is systematically put together within AXEL and defined as Lubrisense™, – our way of thinking and applying our unique know-how for our customers.

Through Lubrisense™, White Papers, Grease Genius™, case studies, innovative technology and our unique premium services, AXEL ensures that you have access to the latest and best lubricating grease technologies.

*Through Lubrisense™, grease experts  
share their knowledge and create a  
continuous and inspiring dialogue*







*Customised solutions  
for unique applications  
in each industry*

## Industry Expertise

Lubricating grease is a key product when it comes to keeping our modern industry running. At AXEL, we provide our customers with a comprehensive range of lubricating solutions for industries such as transportation, off-road construction, fishing, steel mill, mining, agriculture, forestry and many more.

Together we can create a product portfolio to meet your customers' needs with the potential to reduce operational costs too.



*For every extreme condition, AXEL provides superior performance*

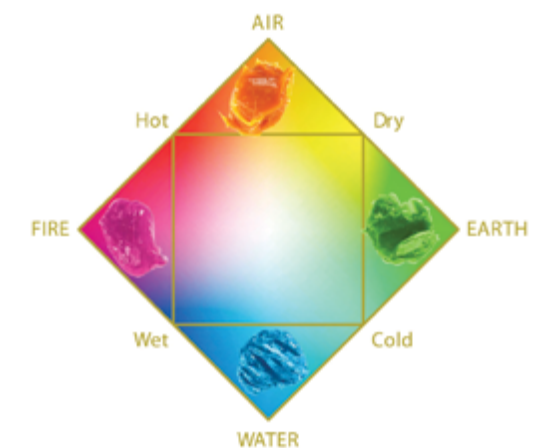


## Befriending the Environment

When the going gets tough, high performance greases meet and cope with the challenges of extreme conditions such as rapid temperature fluctuations, high speeds or prolonged heavy loads and extremely wet and dirty environments.

For all these environments you can market specialty greases supplied by AXEL, offering your customers greases with the all important protection and reliability that minimises down time and the need for service and repair.

*"Extreme conditions and  
applications require superior  
greases and solutions"*





Welcome to AXEL

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