**Fuchs Lubricants South Africa creates specialty lubricants division**

Fuchs Lubricants South Africa has established a Lubritech Division effective January 2018. This follows an announcement made by the lubricants manufacturer late last year. Fuchs Lubritech GmBH is part of Fuchs Petrolub SE, the world’s largest independent lubricant manufacturer, with more than 500 employees worldwide. Based in Kaiserslautern, Germany, Fuchs Lubritech operates flexibly and independently of its parent, with a specialized product range.

With the integration of the Lubritene and Lubrasa business in South Africa and Australia into Fuchs Lubricants South Africa in 2014, the company has determined that now is the opportune time to start a specialty lubricants division.

The Lubritene product range complemented the lubricants portfolio of Fuchs’ mining business. The Lubrasa activities extended the Fuchs product portfolio for food-grade applications in Southern Africa. These acquired businesses brought initial sales growth and now offers numerous prospects for further expansion in South Africa and the entire Southern African region, the company said.

“Combining these advantages with the longtime specialty business of Ceplattyn Open Gear Lubricants and Cassida Food Grade Lubricants, we will hold a strong market position in the Southern African region. At the same time we have a strong team in place to increase our market share substantially and to set up new market sectors,” says Bernhard Biehl, CEO of Fuchs Lubritech Group.

“Fuchs Lubricants South Africa has been purchasing products from Fuchs Lubritech for some time now but with the formation of a Lubritech Division within the company it means that we will focus much more on specialty lubricants,” says Paul Deppe, managing director of Fuchs Lubricants South Africa.

“The creation of the Lubritech Division shows our intent to further grow our mining and food lubricants business as well as develop new markets for Fuchs Lubritech products, for example, cement, wind, glass and sugar. We have a skilled team of sales and product specialists ready to support our customers.”

The new Lubritech Division in Southern Africa represents the next milestone in the course of the global development of special application lubricants within the Fuchs Group.

*Excerpt:*

*The Lubritech division is meant to shift more focus on specialty lubricants as reported by MD, Fuchs Lubricants SA.*

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