

## « A NEW SLICK PACK AS ADVANCED AS THE PRODUCT INSIDE »

THE FAMILIAR AND TRUSTED ORYX ENERGIES LUBRICANTS GETS A FRESH NEW LOOK AND NEW PACKAGING THAT COMPLEMENTS THE HIGH-QUALITY LUBRICANTS INSIDE

Geneva, the 24<sup>th</sup> of February 2022

Oryx Energies has long been known for the reliable quality of its lubricants. They are formulated to the highest standards by our skilled development team in Switzerland and have won the approval of the world's leading car and truck manufacturers. They are manufactured in our tripled ISO certified plants in Lomé, Togo and Dar es Salaam, Tanzania - ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018.

Now the packaging, with crisp new graphics and prominent display of key information, makes it quicker for customers to identify the right product. They have also been ergonomically reshaped to make them easier to carry and handier to pour. Best of all, they proudly maintain the clear, reliable new Oryx brand promise customers know and trust —with a ring peel to guarantee the authenticity of the product inside.

“We were thrilled with initial user feedback” commented Guillaume Desenne, Business Line Manager Lubricants “it is much quicker for users to identify the right product for their vehicle and everyone loves the convenient new handle and bottom grip which made handling it surprisingly effortless”.

The innovative new pack design now really is as advanced as the product inside.





ORYX LUBRICANTS are available to private consumers as well as professional users across a wide range of industries. Our dedicated teams work hard to meet the needs of every market.

Our exciting new range of lubricants will be rolled-out across the various points of sale and service stations starting now in Tanzania, Togo and Benin.

## NEW PACKS ARE COMING!



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*Oryx Energies is one of the largest and longest-established independent providers of energy products and services in Africa.*

*It supplies, stores and distributes energy products needed by consumers, industry and maritime operations, including fuels, Liquefied Petroleum Gas (LPG), lubricants and a specialised bunkering service. Responding to the evolving needs of the African sub-continent for over 30 years, Oryx Energies benefits from a solid depth of experience, knowledge and expertise, accumulated serving the energy needs of over twenty countries.*

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