



FLUITEC INTERNATIONAL

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Fluitec unveils a new look!

Fluitec is not only celebrating 2020 with their 25th anniversary but also unveiling a strategic rebranding.

This clean image blends an invigorating appeal of both shape and style, but more importantly, it embodies Fluitec's refreshed philosophy as it positions to meet the challenges and opportunities for the next decade. Fluitec will not only remain steadfast as technological innovators in industrial fluids such as hydraulics and lubricants, but evolve accordingly to meet the ever-changing demands of both clients and the markets. Fluitec's role as a recognized industry leader in developing sustainable oil will systematically expand in both reach and scope to other industries worldwide. That strategy will be integrated alongside Fluitec's industrial curriculum of knowledge and expertise, sharing as the company pivots to meet advanced technological markets and machinery.

"This new logo does a great job at not only representing our vision but also emphasizes our efficiency which grants us the unique ability to change, or meet the change, whether it's new technologies, products, markets... even societal. We are certainly not the same company we were yesterday, and that's a good thing."

Greg Livingstone – Chief Innovation Officer

For 25-years, the enterprising growth created by Fluitec has had a positive economic impact on both clients and industry. But what is most important for Fluitec is that these efficiencies have resulted in a cleaner environment with tangible results found in lower CO₂ emissions, energy usage and reduced waste.

The logo is ingeniously supported by three bed-rock designates that make-up Fluitec: Measure, Consult, and Treat.

- Measure: Condition monitoring the health of industrial fluids to protect asset-functionality.
- Consult: Expanding knowledge with Consultative Services, Support & Training, and leadership in the implementation of industry-wide standards & uniform protocols.
- Treat: Enhancement technologies to improve product reliability, productivity and sustainability

Fluitec is proud of our 25 years of innovation, service and reliability. Together with our team, partners and clients... we are ready and eager to move forward.

ABOUT FLUITEC

Fluitec was founded in 1995 in Belgium and is currently a world leader in industrial lubricants and hydraulic fluid technology. Fluitec has offices in the USA, Netherlands, Singapore and Australia and is a key player in several industries: Oil and Gas, Power Gen, Manufacturing, Marine and Chemicals. It currently has technology deployed in over one hundred countries spanning five continents. Fluitec is an innovative company consisting of international experts with a mission for a cleaner world through Fill-4-Life fluids, transforming the way businesses think about their lubricants and fluids: as assets instead of consumables. Further information is available at fluitec.com