Quality Matters

How the quality of your lubricant
can impact the performance
of your business

Q8Oils

Blended to perfection

smart thinking

Q8Oils

Quality

Imagine two identical cakes from different suppliers. Which one would you choose?

Cake No.1 is cheaper; does this make the choice simpler?

But cheaper ingredients may be inferior, chosen to minimise cost and increase sales. This cake may leave a bad taste.

Cake No. 2 is baked by a supplier who, like every business, is also cost conscious but places equal importance on quality. The cake tastes good and his customers are likely to come back for more.

Fact: Poor quality can leave a bad taste.

Baked to perfection

Comparing cakes with lubricants may seem far-fetched, but in practice they are very similar.

Lubricant base oils act as a carrier for additives in the same way that flour carries the ingredients. High-quality base oils are as important as using fine flour, which guarantees a good taste.

For a baker, ingredients define the final product. The additives used in base oils define the type and quality of the end product, such as engine, gear or hydraulic oil. But additives are expensive, and quality is not just about what you use, but how much.

Baking and blending processes both follow strict guidelines. It's not enough to use the best flour and the best ingredients to ensure a great taste - just ask a bad cook!

flour = base oil | ingredients = additive | baking = blending

The comparison between cake and lubricants ends here. It's obvious if a cake tastes bad, but with a lubricant, poor quality isn't instantly apparent. If a cake is poor quality, the consequences are minimal; but with a lubricant, the impact can be serious and expensive.

The lubricants on the right may look identical, but they are not.
To understand the difference read on…

Performance matters

smart thinking

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Performance

Most people think that a lubricant has just one purpose. However, most lubricants perform at least ten functions:

promote fuel economy

prevent wear

prevent oxidation

prevent corrosion

foam suppression

reduce friction

cool

reduce emissions

act as a detergent

prevent deposits

Designing a lubricant that can perform all these functions requires quality base oils, treated with substantial levels of high-quality additives and blended under strict quality control procedures.

Manufacturers who are only concerned with minimising costs blend products that lubricate but little else. They conveniently ignore the consequences of an inferior quality lubricant and place the blame for poor performance elsewhere.

How does poor performance impact you and your customers?

Poor quality gear oil = worn components = no power = vehicle off road

It's a major problem if you or your customer are coaching passengers from Cardiff to Chelmsford or hauling goods from Birmingham to Berlin!

Poor quality hydraulic oil = damaged pump = intermittent power

Construction equipment should be treated with the utmost respect, particularly as it is frequently used in dangerous environments, such as quarries.

Poor quality lubricants can result in:

- Losing customers
- Financial loss
- Criminal negligence claims

Think for a moment about how little you save when using an inferior lubricant and compare it with the hidden cost of poor performance. Quality really does matter.

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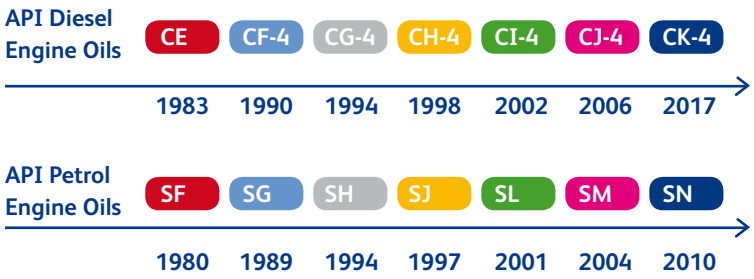
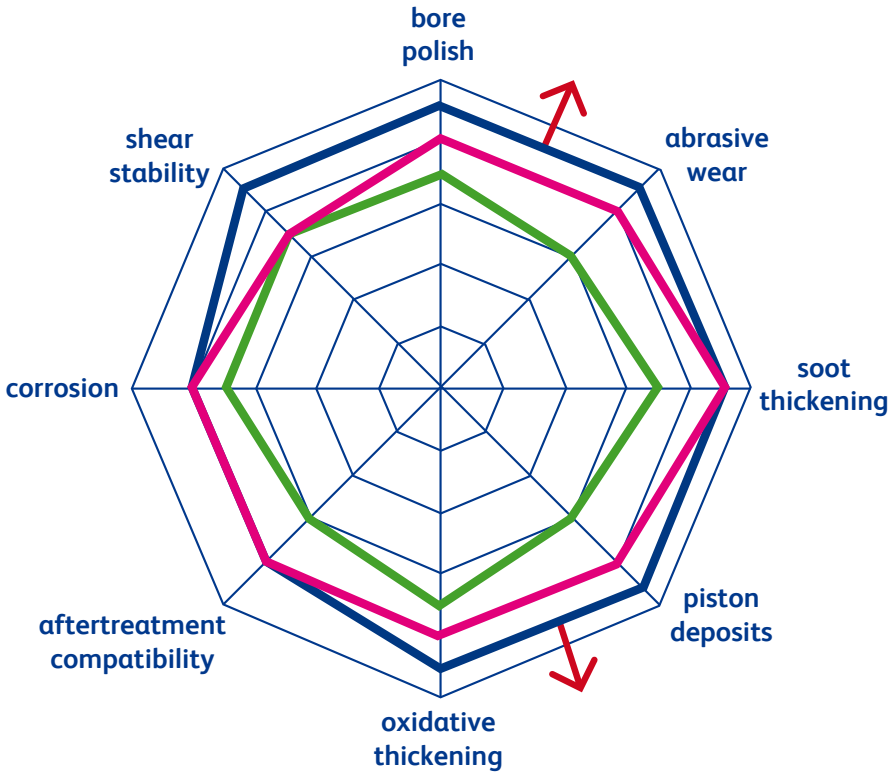
Specifications

Specifications define the performance of a lubricant. Only lubricants that have been tested for suitability by an independent organisation, such as ACEA or API, or the equipment manufacturer for whom they been developed, should be used.

The time line on the right shows how technology has improved the performance of engine oils over the past years.





Performance spidergram

API CI-4

API CJ-4

API CK-4

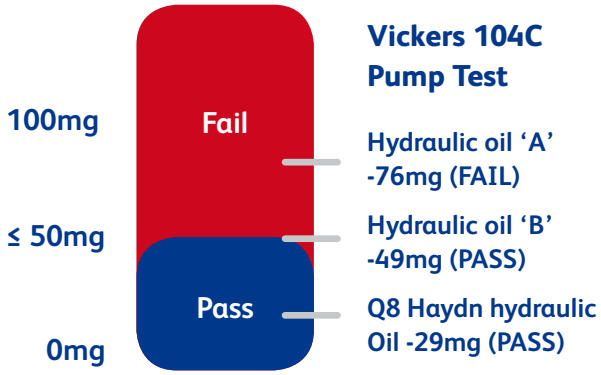
Improved control of oxidation and wear are the most significant changes occurring with API CK-4. Shear stability will also improve.

Do two lubricants with the same specification deliver the same quality and performance?

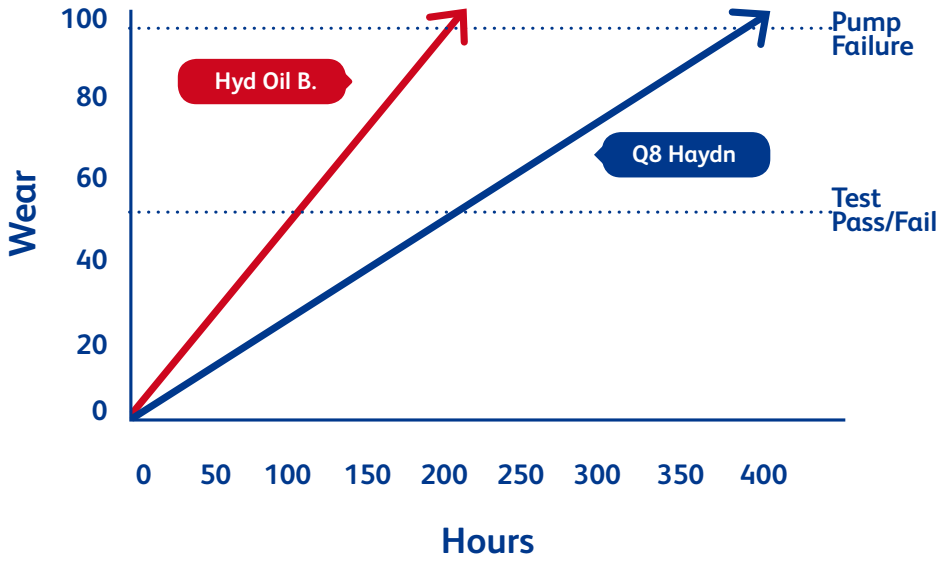
No. Specifications are based on pass/fail tests. The principle behind the following example applies to all types of lubricant and tests.

The Vickers 104C pump test is designed to establish the quality of a hydraulic oil. It measures wear of the pump's internal components and requires less than 50mg of wear after running for 100 hours.

In this example, two of the three hydraulic oils pass the test and can claim the same specification. But Q8 Haydn is nearly twice as effective as hydraulic oil B, its nearest competitor. Why? Because it uses better quality base oils, more additive and the correct blending techniques to deliver the highest quality.



What are the 'real life' implications of this flaw in the hydraulic test procedure?



Suppose the pump fails after 100mg of wear.

The diagram shows that by using Q8 Haydn the pump will last twice as long. It's worth considering how much cheaper the other hydraulic oil is in relation to the cost of the pump and the expense and inconvenience when it fails. Also note that any wear to the pump cannot be 'undone' when switching to a new lubricant.

The above principles apply nearly to all types of lubricant and applications.

So why choose Q8Oils?

Consistent high quality

Q8Oils uses base oils and additives of the finest quality. A simple rule of thumb to remember is:

less additive = cheap products
more additive = quality products

At Q8Oils we offer our customers the finest lubricants available, because quality means high performance and this benefits your business.

Our mission is to develop the highest performing products to meet our customers' needs, while acting responsibly to protect the environment. We develop, blend and deliver a comprehensive range of technology-enhanced lubricants, with a portfolio of more than 1,000 products to suit every application, from the smallest consumer to the largest machine. Q8Oils is the benchmark for products that exceed the highest performance requirements at competitive prices.

Based upon extensive R&D activities in Q8Oils' European laboratories, we manufacture a comprehensive range of oils in our own blending plants. Using high quality base oils and the latest technological innovations guarantee products of the highest quality, approved by all major OEMs.

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February 2018