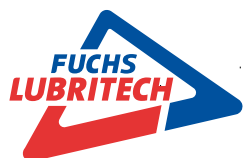




# CASSIDA VALUE PROPOSITION

To Protect Your Process, Your Product and Your Reputation





*“The CASSIDA portfolio already offers excellent products by itself. The unique combination with our philosophy as an independent, flexible, family-run business engaged in a constant partnership-based dialogue with its customers allows us to guarantee the best prerequisites for a long-term and successful collaboration.”*

Stefan Fuchs, Chairman of the Board FUCHS PETROLUB SE

## The Group of Companies

### Your global partner for your local needs

- Founded: 1931
- Sales: ~ 1.8 billion euros
- Employees: ~ 4.000
- More than 30 production locations
- Products available in > 70 countries



- **Market:** No. 1 in the world among the 590 independent lubricant companies; No. 9 amongst the lubricant companies around the world.

Within the FUCHS Group of Companies, FUCHS LUBRITECH forms its own division dedicated to highly specialised lubricants for the most demanding applications.

## The Products – Serving All of Your Needs

The production of NSF-registered food grade lubricants has been one of the core competencies of FUCHS LUBRITECH for decades.

After adding the new CASSIDA product portfolio to the production programme in October 2010, we now offer the most comprehensive range of lubricants for all application areas in the food and beverage industries as well as related fields of application.

CASSIDA food grade lubricants cover both fully synthetic (CASSIDA) as well as semi-synthetic and white oil based products (FM). Their composition is always optimised to ensure optimum suitability for their respective application case.

All food grade lubricants offered by us are registered by NSF according to the respective food-related categories.

In addition, all CASSIDA manufacturing plants, located on two continents, are certified in accordance with ISO 21469. **This assures that CASSIDA and FM products are available with the same quality around the world.**

The ISO 21469 standard determines the hygienic requirements for the composition, manufacturing and use of lubricants that may have incidental contact with food products – meaning that our products **fulfil the highest possible safety standard.**

CASSIDA products are also certified as being Halal and Kosher, making them compliant with the religious and legal food regulations of Muslim- and Jewish-oriented customers.

**CASSIDA food grade lubricants system provide peace of mind for our customers and any HACCP system.**

NSF registered  
ISO certified



Nonfood Compounds  
Program Listed

ISO 21469 certified

Kosher certified



Halal certified





*“For the FUCHS Group in the Asia Pacific region, the acquisition of the CASSIDA portfolio provided the region with a leading brand and product portfolio. The CASSIDA portfolio offers the latest technology in performance, meets regulatory requirements, and offers a product range that provides security and safety to people.”*

Lachlan Massey, Regional Manager FUCHS LUBRITECH Asia Pacific



### The Staff and Innovations – Always at Your Service

Specialty products need specialty and dedicated staff in R&D, Sales, Production and Technical Support. The FUCHS Group has a very strong focus on R&D with more than 400 chemists, engineers and specialists in more than 40 laboratories worldwide.

Area Industrial Managers and the back-up of highly experienced field service engineers are key elements of our comprehensive global country coverage.

This staff is directly available and will provide services to our customers using the most up-to-date knowledge about products, applications and related services.

**This ensures excellent customer service before, during and after the product is sold.**

### The Total Cost of Ownership – Reduction of Costs

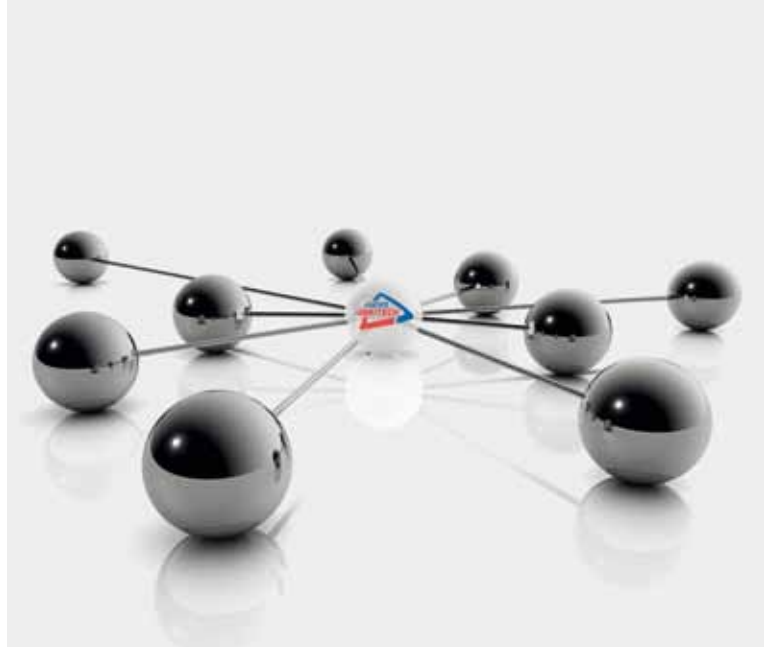
Maintenance and downtime costs should never be underestimated. The correct use of dedicated lubricants may result in higher lubricant costs but will ultimately reduce the overall maintenance budget.

**The use of synthetic CASSIDA lubricants leads to better machinery protection, longer life times and less downtime, and - last but not least - to enhanced food safety and brand protection.**



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## The Production Facilities – State of the Art

CASSIDA was the first food grade lubricant brand in the world to achieve **ISO 21469 certification** (in May 2008) and as such set the standard for food safety. Today we have certified production sites in Germany and the USA. Our CASSIDA production facilities are the most modern in the world.

ISO 21469 certification combined with **NSF H1 registration** offers food manufacturers the assurance that they will always get the safest food grade lubricant.

For our customers this means that when the food manufacturing plant is audited for food safety according to **IFS, ISO 22000** or others by organisations such as the **BRC, TÜV, SGS** or a major customer, the auditors will recognise straight away that the lubricants in use are in compliance with the highest safety standard and can be eliminated as potential chemical or physical hazard sources in the plant's **HACCP**.

This is a very important contribution of a lubricant manufacturer to the **Global Food Safety Initiative (GFSI)**.

## The One-Stop Shop Concept – Getting Everything from a Single Source

The FUCHS Group is focused exclusively on lubricants and related services.

We will not only handle your food grade lubricants business but will also coordinate and support you in any needs relat-

ed to lubricants (including non-food grade products cleaners, medicinal/pharmaceutical white oils, etc.) and services.

**Our customers can therefore get any lubrication-related service from one single source.**



*“Our global set-up allows us to support our customers with products and services consistently across the world. By providing a full product range for lubricating almost every type of equipment and application in the food industry, our customers benefit from a reduction in both the number of suppliers and the number of products. This leads to cost reductions, improves the reliability of their production equipment and at the same time ensures a high level of food safety with regard to lubrication.”*

Pieter van de Schepop, Global Key Account and OEM Manager CASSIDA, FUCHS LUBRITECH GmbH





## Application Know-How – Profit from Global Experience

The vast and detailed knowledge of our lubrication specialists provides our customers with ideas gathered from around the world to fine-tune and improve their local processes.

**Our customers get the right product into the right process right from the beginning and can profit from our global lubrication experience.**

## Global Product Stewardship – Additional Safety for Free

Safe food and beverage manufacturing can only be achieved by applying strict hygiene rules and following detailed HACCP concepts.

It is therefore imperative for us that we apply similar rules for our CASSIDA lubricants as well.

These rules are mandatory for all our sales partners around the world.

**This ensures that our customers will get the same products in the same quality and manufactured in accordance with the same stringent rules anywhere in the world.**

## Lubrication Critical Control Points Survey (LCCP)

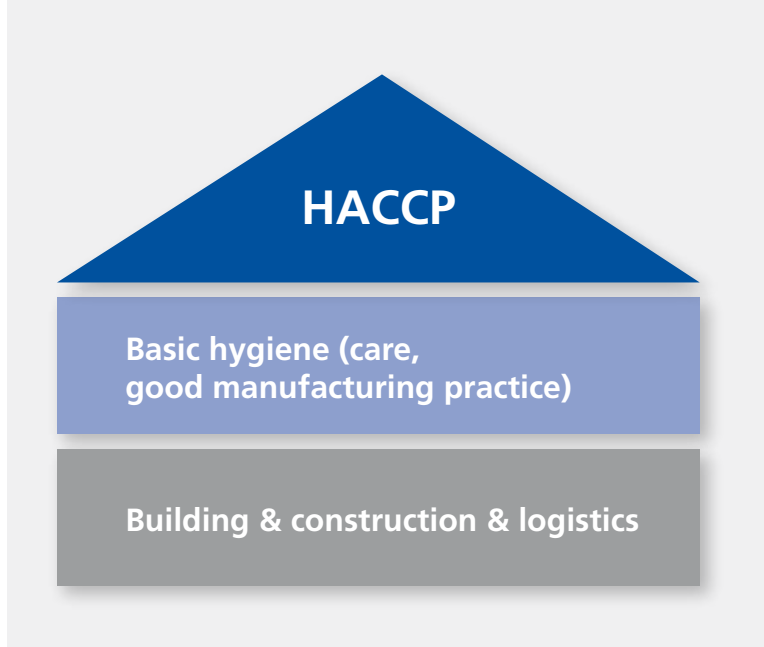
Conducting LCCP surveys at your site is an important service we offer to you. It is a very valuable addition to your existing HACCP system.

**Our customers can improve their food safety, rationalise their lubricants portfolio, reduce costs and protect their brand.**



*“CASSIDA food grade lubricants are produced in different locations around the world - including Kansas City, USA. All are in line with all quality standards and are based on identical formulations. With this we assure reliable local availability and the highest safety for any food grade application – our customers are excited about that.”*

Henrik Noth, Division Manager FUCHS LUBRITECH USA



## Maintenance of Lubricants – Lubricant Life and Cost Savings

Similar to machinery lubricants, CASSIDA lubricants have to be maintained to assure that they provide the highest efficiency and safety for the applications.

A well developed **used oil analysis** programme can be set up through our specialists on demand.

Ancillary services such as CPM (chemical process management), condition monitoring, product & lubrication training and waste disposal consultancy can be provided as well.

**Our customers can also benefit from additional services like on-site training, failure diagnosis, filtration equipment, etc.**

## OEM Relations – Improved Reliability

OEM approvals, listings and endorsements are a key success factor for any lubricant.

A group of specialists is in place to support you with any OEM-related topics.

**Our customers can benefit from many food machinery OEM approvals for our CASSIDA food grade lubricants.**

## HACCP Support – a Service for our Customers

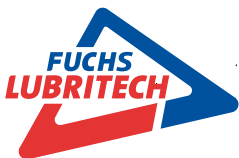
HACCP systems are already mandatory in many countries and will become even more important in the future.

To support this approach, CASSIDA products in small packs are labelled with a dedicated colour code and sealed with special CASSIDA seals. This helps to prevent the use of wrong or non-food grade lubricants.

We are happy to provide you with additional and helpful tools such as “Oil safe” containers, dedicated grease guns and machinery tags for our lubricants.

**Our customers can get full HACCP support for any lubrication-related issue – just let the lubrication specialists do their job.**

# CASSIDA food grade lubricants



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