



Das Magazin der  
AVISTA OIL

Корона вирус  
нас неће  
зауставити!





# SADRŽAJ

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## AVISTA OIL - Паметно и једноставно!

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Ein Unternehmen - eine Name: AVISTA bringt zusammen, was zusammen gehört

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# ДРАГИ ЗАПОСЛЕНИ, ДРАГИ ПРИЈАТЕЉИ КОМПАНИЈЕ AVISTA OIL,

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Корона вирус нас неће зауставити!

За нас су брзина и флексибилност битни појмови у доба корона вируса. Ситуација дозвољава само напредак лаганим кораком. Протеклих неколико недеља показало нам је да планирање одједном више није изводљиво. Готово је читава светска економија дошла до застоја. У вредну робу изненада више нису спадале познате вредности, већ хигијенски производи, тоалетни папир или прехранбени производи. Квасац је буквално био ново злато.

„Паметно и једноставно“ - закон сата. Одједном се све догодило врло брзо. Такође и у компанији AVISTA OIL. Више није било говора о дигитализацији. Не, у кратком року су примењена дигитална решења за запослене. У међувремену су мобилни рад, телефонске и видео конференције те ћаскање уживо постали рутина за самоуверени тим. Свет сутрашњице је за компанију AVISTA OIL већ у садашњости.

Једноставна и пука решења су средство са којим се циљеви постижу брзо и ефикасно.

I za vreme Corona krize AVISTA OIL drži zajedno i zajedno dolazi do rešenja

Вирус нам је показао да компанија попут AVISTA OIL стојећи чврсто на земљи и са предвидивим деловањем чак и у изненадним кризама може да ради ефикасно и из тога много да научи. Једноставна техничка решења су представљала и још увек представљају средство помоћу ког се могу савладати чак и сложени задаци и изазови. Увек у фокусу: испунити здравствене потребе запослених као и њихове сопствене захтеве и захтеве пословних партнера.

Пословни модел компаније AVISTA OIL је успорен глобалним гашењем. Читава бранша се бори са последицама глобалног гашења. У таквим временима је од суштинске важности партнерско деловање. Тако је, на пример, на почетку кризе за пословне partnere компаније AVISTA OIL у свако време било загарантовано одлагање коришћеног уља.

Током ове фазе несигурности, све је важније наставити развијање холистичке одрживе оријентације. Инвестиције се критички испитују, али се и даље могу делимично спровести због солидне базе капитала. Да би се заштитила ликвидност, издаци се врше према приоритету. Будући пројекти који су започети, као што је спајање компаније Karo As Umweltschutz са компанијом AVISTA OIL Deutschland предвиђено за почетак следеће године, такође неће доћи до застоја.

Али ни компанија AVISTA OIL није поштеђена рада на кратко време. Захваљујући свом тиму, ова компанија показује снагу током кризе; посебно захваљујући брзој и отвореној комуникацији, у којој су флексибилност и перформансе у првом плану.

Овде се поново потврђује кључни принцип из Кодекса понашања: У кризама се држимо заједно и заједно брзо долазимо до решења.

# ЖЕЛЕЛИ БИСМО ДА СЕ ЗАХВАЛИМО

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... свим запосленима у целом свету на њиховом флексибилном деловању.

... свим партнерима који ће нас и даље пратити у будућности.

... акционарима који нам верују чак и за време кризе.



On the occasion of its 50th anniversary, Germany's largest collector of used oil, Karo As, merges with the country's leading refinery for used oils, AVISTA OIL Deutschland.



# ONE COMPANY - ONE NAME: AVISTA OIL BRINGS TOGETHER WHAT BELONGS TOGETHER

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**AVISTA OIL is taking on one of the most-demanded customer requirements at its German location.**

**The German market leader Karo As Umweltschutz GmbH and refinery affiliate AVISTA OIL Deutschland GmbH are merging into a powerful single entity. This means that the upcycling and disposal of used oil in Germany will in future not only be provided under a single company designation in hierarchical terms, but also by name.**

## More simplicity, transparency, and sustainability

The customers of the companies at the German location have been demanding this for many years already. Now the parent company AVISTA OIL AG will rise up to this challenge of merging Karo As Umweltschutz GmbH and AVISTA OIL Deutschland GmbH into a single powerful entity.

From 01 January 2021, the nationwide collection of used oil will follow the already rechristened collection companies in Belgium, the Czech Republic and Denmark and also carry the name of AVISTA OIL in its company name.

“We are aware that the name ‚Karo As‘ is closely connected with the collection of used oil in Germany and its history“, says Isabella Horvath, sales director of Karo As. „But the name needs to be changed to represent the group affiliation with AVISTA OIL to the outside, and thus outline our capabilities as Karo As. In future, the new AVISTA OIL Deutschland will be offering the full range of used oil treatment, simplifying the group for all its partners, while rendering it more transparent“, she continues.

“The effort and benefit of renaming a company with such a long history always need to be considered in combination. Which is why we partly also viewed this decision sceptically at first, with all due respect, naturally. But after a comprehensive analysis, we are able to say that we will boost the efficiency and simplify workflows. Our customers and partners can count on one thing: We will also be offering the best disposal quality and dependability in the future, while continuously striving to improve the efficiency. The regional collection structure across Germany will remain unchanged, naturally, and the individual contact persons and drivers will also continue to be our face for our customers“, she adds.

This is essentially a logical step. Both are already using the logo with the three squares, anyway. Same as the address in Bahnhofstrasse. In legal terms, both companies are 100 % subsidiaries of AVISTA OIL AG.

And once the quality and reliability of the services have been boosted further now by efficiency gains, this merger operation will become even more understandable. And it most of all goes to show one thing: a good disposal of used oil depends on good upcycling – and vice versa!

The German location will become more recognizable as a result, and also strengthen its appeal as the most sustainable company in the used oil sector internationally.

## Complexity was yesterday

Both affiliates are already closely interwoven today as the used oil collected by the eighty tanker trucks of Karo As are upcycled into new, CO<sub>2</sub>-reduced base oils by the group’s own refinery.

Benedikt Fuhlrott, CFO of AVISTA OIL AG, sees the integration’s benefit in the simplicity of future processes, benefiting the customers in turn. “We are AVISTA OIL. From 2021, AVISTA OIL Deutschland will be collecting sustainable resources and upcycling them into CO<sub>2</sub>-reduced base oils. After over 50 years, we will be striking the term ‚affiliate‘ from our vocabulary at the German location now.

Everything under one roof then, or name, respectively. A demonstration of unity and strength, also for the personnel at the German location. Internal workflows will be simplified, and processes optimized, wherever possible, so that everything can be reorganized from 01 January 2021 without complications. Preliminary efforts are already underway with respect to the transport permits for the used oil collection, and the restructuring of the IT landscape. ‚Cross-company‘ teams already make clear today: We belong together!

## Partners of the sustainability cycle participate in the CO<sub>2</sub>-reduction

Besides simplifying the structures, there is also a powerful competitive advantage that AVISTA OIL will be able to offer its suppliers from 2021, too, in addition to the lubricant customers: to become part of the sustainable oil cycle. This because everyone providing their used oil to AVISTA OIL for upcycling will receive a confirmation of significant resource savings in comparison with primary refinement.

This goes hand in hand with an improvement of further aspects of relevance for the climate. Customers who also buy finished lubricants from AVISTA OIL can benefit from CO<sub>2</sub>-savings certificates, too. By producing base oil from used oil, AVISTA OIL is able to save 825 kg of CO<sub>2</sub> eq in comparison with primary refinement. A unique value worldwide. This certification is confirmed by DEKRA and can be credited to customers individually upon request. To bet on the „right horse“ will therefore also pay off with AVISTA OIL in the future.





## AVISTA LUBES: A START-UP RESUMEE

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**Conversion of AVISTA Lubes premium partners to the new corporate design is in full swing around the world**

**Many dealers have already changed to AVISTA Lubes internationally**

**Various partners such as the Mima Group (Lebanon), Boniks (Belarus) and Stiring Trejd (North Macedonia) are adapting their branding to the AVISTA Lubes design**





The modernization and change of the AVISTA Lubes premium partners' design is running at full blast internationally. Just over 80 % of the German AVISTA lubricant brand's export distribution centres are already presenting themselves in the new corporate design. Many partners have used the changeover to expand their sales activities in the AVISTA growth strategy and tap new markets. The Lebanese lubricant partner Mima Group has meanwhile managed to place AVISTA Lubes in Malaysia, thus expanding its own export business.

“The new design delivers an attractive platform for the clear and modern AVISTA Lubes product range. At the same time, the names and qualities of all the lubricant divisions are designed to enthruse our partners' customers for our brand“, explained marketing director Mario Majic on the occasion of an AVISTA customer conference held by the Stiring Trejd partner in North Macedonia. “Over 80 clients from all around the country were invited to the event. There was quite a run, with positive feedback throughout.“

The conversion of the partner companies to the new corporate design of AVISTA Lubes started just over six months ago. The top priority was a fast, direct, and simple product communication with customers. Previous experience had shown that the concept is accepted very well. The partners are additionally reporting that their customers perceive the redesign as modern and fresh in the oil business. Many partners that have already changed their design are delighted by its popularity. “The clients are highly satisfied and have no problems at all finding their way around the new world of AVISTA Lubes“, relates Riccardo Manes, sales manager of AVISTA OIL, from the dealer Boniks in Belarus.

“Most our premium partners are optimally positioned for continued growth with the AVISTA brand by now. With our new design, we are also underscoring this claim in visual terms“, emphasizes Mario Majic. “This resolve shows how great the trust in our brand is in the trade, and how high AVISTA's potentials are estimated internationally.“

The brand launch is a central part of the AVISTA growth strategy. The entire lubricant range has been analysed and adapted to the market's requirements. New products equipped with the latest and additional OEM approvals have been added to the portfolio. AVISTA is already preparing the next highlight of its product offensive at this very moment. The brand is set to introduce further products before the year is out.

# SUSTAINABLE INDUSTRIAL LUBRICANTS: AVIeCO<sub>2</sub>-QUALIFIED LUBRICANTS HAVE A MAJOR IMPACT ON THE PRODUCTION AND ENVIRONMENT

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**What AVISTA industrial lubricants can do: reliability, quality, and most of all sustainability, good for the production, good for the environment!**

There is not much happening in production without oil. It is often paid relatively little attention for all that. And yet the lubricants perform many more tasks than one would recognize at first glance: The lubricating film between the tool and item to be machined, for example, should never break, generate a high surface quality, and also have a long life to avoid machine stoppages. And that is not all: In addition, the lubricant must neither harm the person at the machine, nor the environment. This is where AVISTA OIL comes in to meet precisely these requirements, and continue improving the characteristics of the industrial lubricants employed ever further.

## [Audited sustainable origin from substance cycle waste management](#)

AVISTA OIL is the first and only company so far to offer its customers DEKRA-audited sustainable industrial lubricants made from its own base oil that, besides the lower CO<sub>2</sub> output compared to other lubricant providers, also guarantee further positive climate-relevant aspects over and beyond the standard.

The range of AVIeCO<sub>2</sub>-qualified industrial lubricants covers the entire product spectrum: Be it hydraulic, industrial transmission, slideway and track, compressor, cutting, corrosion, forming or cooling lubricants, the portfolio includes CO<sub>2</sub>-reduced products for all applications.

Besides the CO<sub>2</sub>-savings ensured by using its products, benefiting its customers in their own CO<sub>2</sub>-assessment, AVISTA OIL even provides further competitive advantages with your offer. By their use, the company guarantees a lower level of environmental pollution than the alternative production in terms of acidification, eutrophication and particulate matter. The independent IFEU institute in Heidelberg confirms this in a study!

## [Quality and compatibility – more would be impossible](#)

AVISTA OIL has also subjected its products to external laboratory tests, with the result that the relevant require-

ments for lubricants in the industry are often overfulfilled.

Especially the high viscosity index of the KERNSOLVAT® base oil used, also made by AVISTA OIL, will ensure viscosity stabilities in the final industrial application, even with fluctuating temperatures. A significantly lower evaporation loss in comparison to the primary refinement ensures a lower oil consumption in the machining process.

But using these products is even more rewarding for the staff working directly with the industrial lubricants in plants. AVIeCO<sub>2</sub>-qualified industrial lubricants based on KERNSOLVAT® have a much lower content of polycyclic aromatic hydrocarbons (or PAHs for short), which serves to protect the staff's health.

## [CO<sub>2</sub> savings certificates – a unique offer](#)

As the only company in the industry, AVISTA OIL already introduced the first CO<sub>2</sub> savings certificates for industrial lubricants from its own sustainable product portfolio as early as 2011. The demand for these certificates is growing more strongly today than ever, as the market requirement to act sustainably in the sub-supply chain already and use CO<sub>2</sub>-reduced products has already become an integral part of many companies' supplier selection.

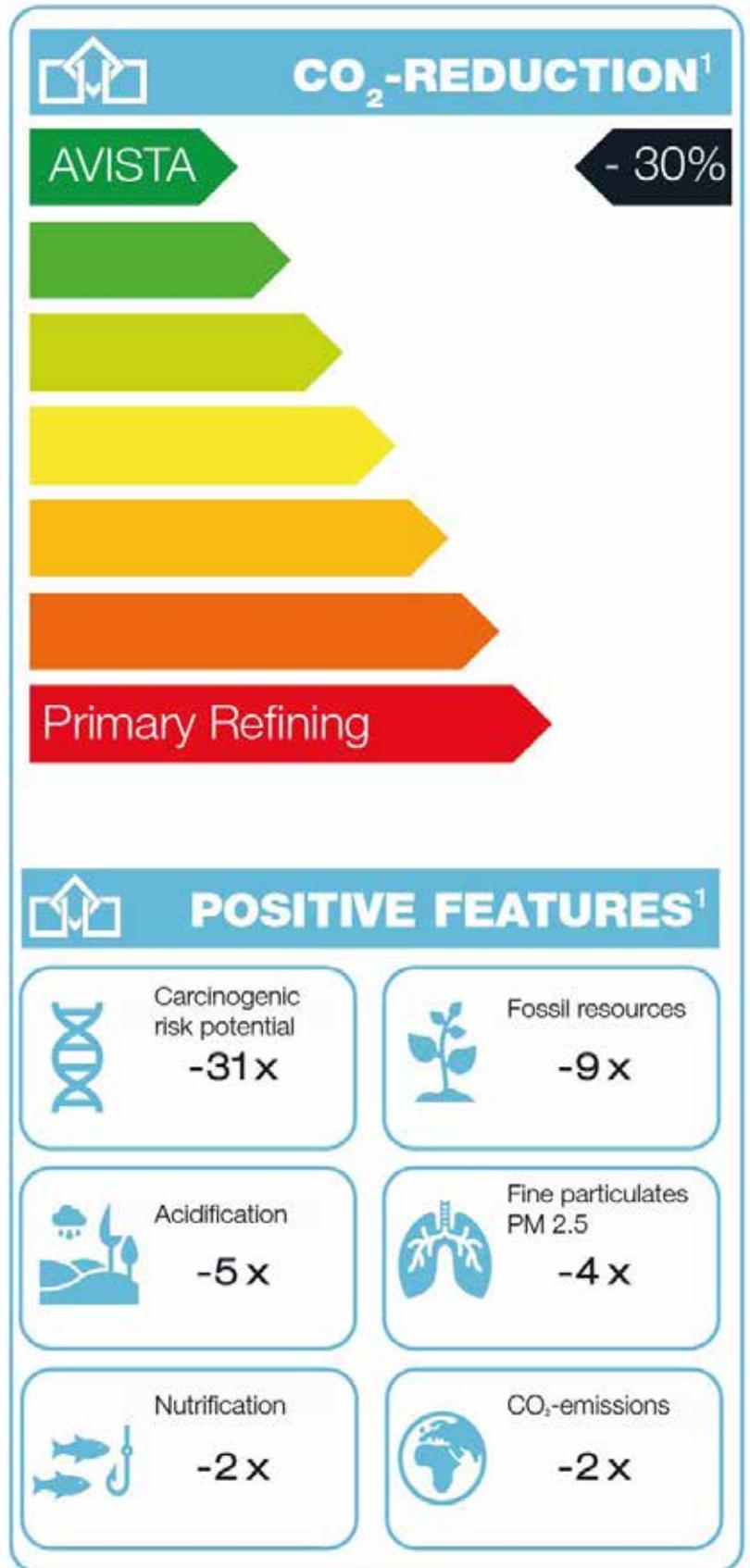
## [The new normality: DIY video tutorials for local tests](#)

But there is even more to the offer than this: From now on, explanatory videos on the tests required in the application technology for water-miscible cooling lubricants will be published in the social media of AVISTA OIL.

A step into the new normal.

# AVISTA eCO<sub>2</sub>

Climate-relevant advantages through the application of ACl<sub>e</sub>CO<sub>2</sub>-qualified products in the new energy label of AVISTA OIL



Compared to Regeneration - Dekra certified (ifeu 2018)



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