



**ZELLER+GMELIN**

# **The brand with the clear plus.**

Zeller+Gmelin – the image brochure.





None of this would be possible without passionate and skilled employees.

## Understanding + providing solutions

It's what we have been doing for more than 150 years.

And it's what we will continue to do in the future. That's how we create added value for both customers and employees – a clear plus. It was clear from the start that Zeller+Gmelin makes the most of the circumstances at hand. In producing kerosene from Swabian Alb oil shale, the Eisingen-based company was already ahead of its time – even back then.

These pioneering moments run like a red thread through the history of Zeller+Gmelin. They emerge when an understanding of process, application and development is combined with problem-solving skills, a strong customer focus and plausibility. It is then that experts are at work – when things are 'EXPERTLY DONE'. That's why we are a valued partner for both small and big businesses for lubricants, printing inks and chemicals.

None of this would be possible without passionate and skilled employees, who knuckle down and really know what's important. Thanks to them, we are growing all the time. Because our employees, who number around 950, ultimately satisfy the wishes of our customers – by listening, understanding and finding solutions.



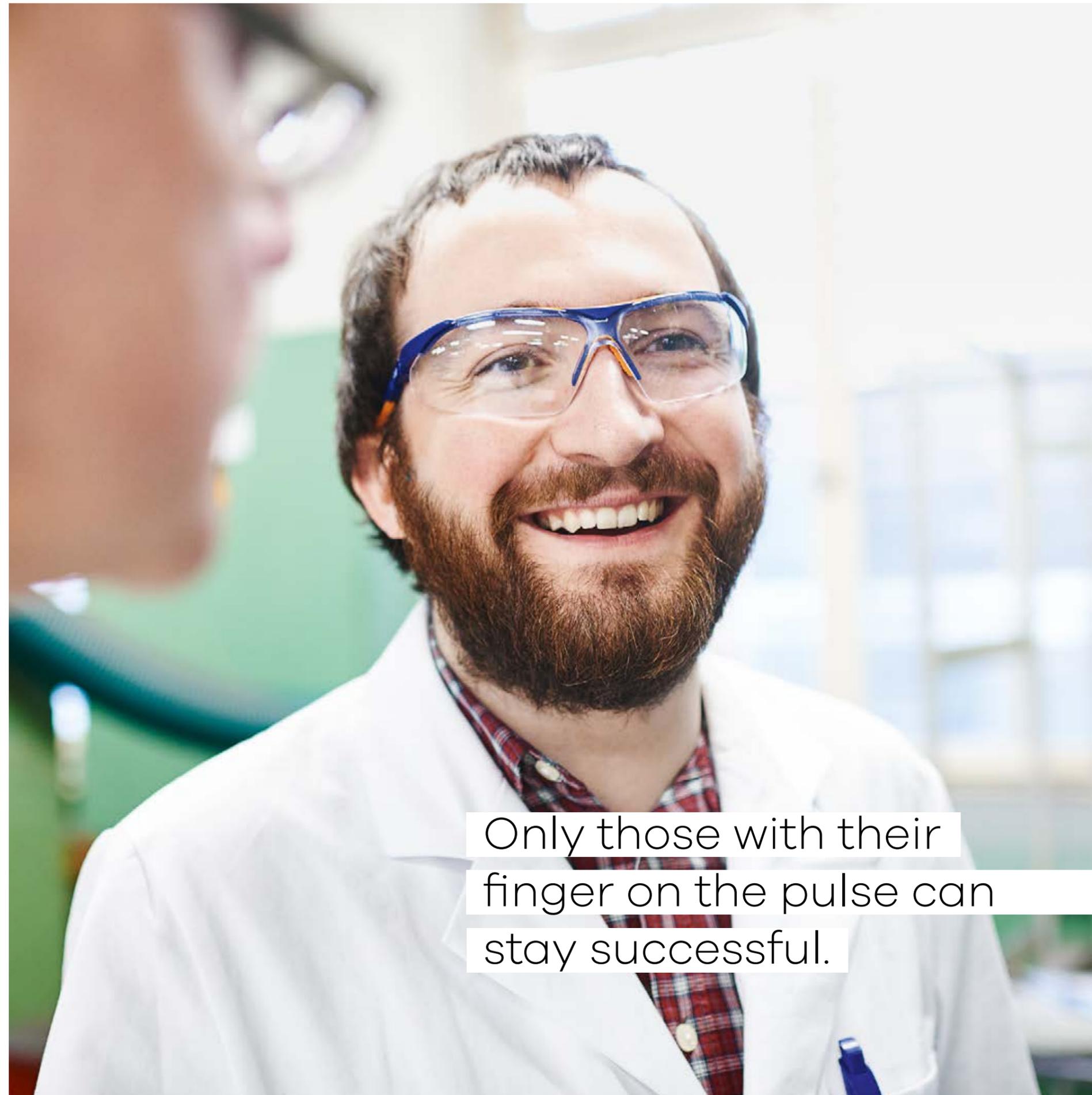
## Experience + curiosity

They're cornerstones of our success.

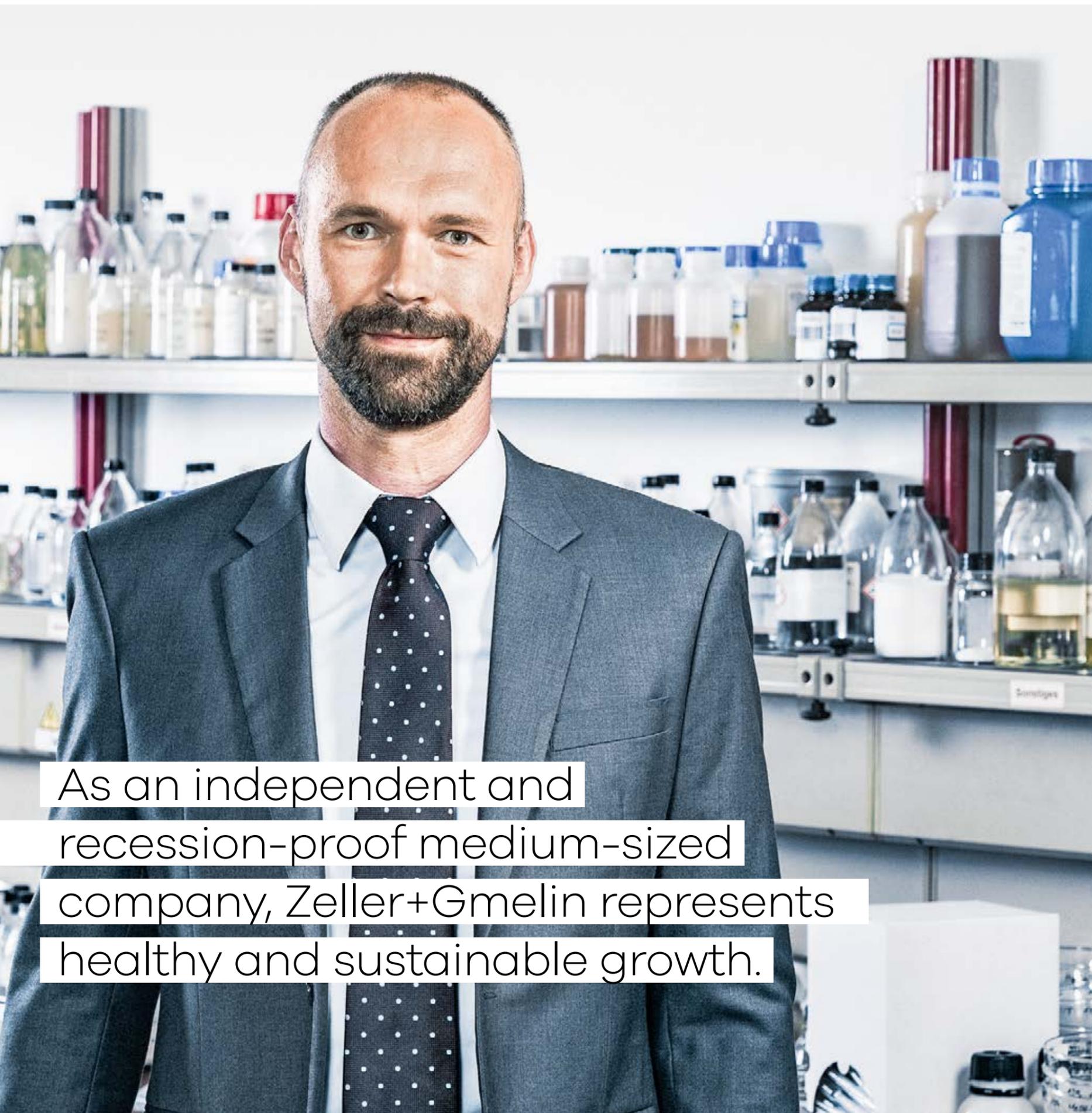
Only those with their finger on the pulse can stay successful. We have managed this for more than a century. That's something to be proud of. But not an excuse to rest on our laurels. We are still curious and keen to add even further to our wealth of experience. We are still dynamic and flexible in the way we think and do business. Our product portfolio is proof of this.

What began in 1866 with the recovery and distillation of kerosene and domestic fuel oil has since developed into the four company divisions: industrial lubricants, DIVINOL lubricants and separating agents, printing inks, and chemicals. What was once the central pillar of the business has been transformed into four sturdy cornerstones. Giving Zeller+Gmelin a secure footing, without standing still.

Today, we design tailor-made product and process solutions that impress and provide measurable improvement. We work with speed and flexibility to turn your wishes into reality – thanks to years of experience, gained from our inexhaustible curiosity and intensive exchange of ideas with you, and your day-to-day needs. There is a reason why so many of our customers have been putting their trust in us for decades.



Only those with their  
finger on the pulse can  
stay successful.



As an independent and recession-proof medium-sized company, Zeller+Gmelin represents healthy and sustainable growth.

## Enterprise + environment

The way we see it, they're inextricably linked.

Because as an independent and recession-proof medium-sized company, Zeller+Gmelin represents healthy and sustainable growth. For us, this means doing business in a way that is socially and environmentally responsible. Maintaining and improving our performance always takes priority over maximising profit in the short term. That's why we don't just care about our economic success – we also look after our employees and the environment.

The careful use of resources and the responsibility we have to future generations are integral to our philosophy. We therefore work with a certified environmental management system and an environmentally friendly supply chain. This enables us to protect our employees and facilities effectively from harmful conditions. In addition, our research and development department is continuously working on innovative solutions to ease the burden on the environment and improve processes for our customers.

Our subsidiary SÜDÖL plays a vital role in this. With an ultra-modern fleet of vehicles for collecting waste oils, machining emulsions and workshop waste, we take care of the complete recovery programme for workshops, filling stations and industry – cleanly, reliably and on time. We have our own dedicated treatment plant for resource-saving and environmentally friendly recycling – made possible thanks to high-quality products and innovative processes. This allows us to offer our customers safe disposal and to close the resource cycle.

With our example and our guidelines, we encourage all our employees to make the issues of environment, health and safety an integral part of their day-to-day work. We also promote economic and social well-being wherever we do business. With regular environmental awards for resource efficiency and sustainability, we know we are on the right track.



## Aims + visions

That drive us forward every day.

This is the only way we can achieve them. We aspire to a significant share in all our targeted markets and a position as market leader in certain product and application segments. We want to continue to enhance our position as a recognised process partner and expert for standard and specialist applications.

To achieve these ambitious aims, we want to sustain and build on the strengths of our lubricants, printing inks and chemistry divisions, as well as our DIVINOL quality brand – in the interests of the company and its good name.

And don't forget: there's vision in division. We see this as a chance to continue pursuing consistent growth with divisions that are successful in their own right – growth that is profitable, continuous and, as usual, healthy. So that Zeller+Gmelin will be a plus for its customers in the future, too.



There's vision  
in division.

## Steelworks + carmakers

Confidence in our products.

Because we recognise the signs of the times. You might say this is part of our company tradition. Even Julius Zeller, the son of the company's founder, saw a way of exploiting the opportunities presented by increasing motorisation when he founded an oil refinery at the end of the 19th century that has since been repurposed. In view of the uncertainty in raw material developments in the 1970s, Zeller+Gmelin then pushed forwards with a new, focused direction that has shaped the company to the present day: away from high-volume business and towards specialist products for industry.

We have therefore developed systematically to become experts in lubricants – with over 700 premium-quality industrial lubricants offering the best proof of this. We work very closely with our customers to implement new expertise and ideas. By responding to your individual requirements with speed, flexibility and creativity: from product development and dedicated production as well as the latest analysis laboratories to disposal.

None of this would be possible without the perfect dovetailing of research and development, production and sales in our streamlined organisation. That's why steelworks, small and medium-sized businesses, leading automotive firms and their suppliers have been placing their trust in us for decades. For us, this is both affirmation and motivation.

When it comes to lubricant handling and servicing, and maintenance and repair of the associated equipment, too, Zeller+Gmelin is your first port of call. Because our subsidiary ZG Fluidmanagement is your one-stop shop in this area.



### Product solutions and fields of application:

- +  
Water-miscible and non-water-miscible cooling lubricants
- +  
Lubricants for sheet metal forming
- +  
Wire drawing lubricants, including for steel cords
- +  
High-performance industrial greases
- +  
Industrial oils
- +  
Extrusion oils
- +  
Lubricants for powder metallurgy
- +  
Lubricants for the textile industry
- +  
Separating agents for the wood and metal industry
- +  
Anti-corrosion products



## Transmissions + engines

We bring new strength.

Even when the standards could not be higher. Because we literally take engines to new heights. Even Count Zeppelin knew that. That's why he used our pioneering engine oil in his airships. Hundreds of metres in the air, the extreme conditions in the airship presented a real challenge. Yet even back then, Zeller+Gmelin was able to find a reliable solution to our customers' problems.

And that has not changed to this day. Under the DIVINOL brand, we work in partnership with renowned vehicle and equipment manufacturers to develop solutions for virtually every field of application. As a result, you will find more than 300 lubricants for passenger cars and commercial vehicles, agricultural and forestry machinery, as well as separating agents for concrete and asphalt. All of the highest quality, of course – thanks to premium-quality base oils, careful analysis, thorough testing procedures and production exclusively in Germany. With our tailored and comprehensive advice, we also ensure that you receive the best product for you – for your personal plus in performance.



### Product solutions and fields of application:

- + Oils for passenger cars, commercial vehicles and agricultural machines
- + Products for forestry, agriculture and gardens
- + Greases
- + Transmission and hydraulic oils
- + Products for the construction industry
- + Specialist products



## Brands + packaging

Expertly showcased.

It's no wonder renowned manufacturers the whole world over trust us with their brands. A fact which makes our printing inks a trusty companion in your everyday life – from the supermarket to the dining table. Which is why you should place your confidence in Zeller+Gmelin if you're looking for first-class printing results and reliability. Whether you need labels, yoghurt pots, plastic buckets, tubes, collapsible boxes, mailing materials or metal packaging – you'll find the perfect solution here. The reliable premium quality of our products impresses, particularly in the sensitive field of food packaging.

We are conscious of the enormous responsibility we have here. That's why a dedicated analysis centre is also irreplaceable for us – and a real advantage for you. All of the raw materials and components that are used in our modern development laboratory are checked there. The inks produced are then analysed, looking at their ingredients and migration. Enabling you to meet the strictest quality requirements for a wide range of materials. It is hardly surprising, then, that we are one of the world's leading suppliers in the field of radiation-curable inks and coatings.

In order to live up to these standards consistently, we build on practical and personal advice and on the expertise, passion and experience of our employees. We want to be a professional, creative partner, making your brand stronger and more visible. Our technical service and colorimetry service play an important role here. In addition to user training on colorimetry, colour management and colour communication, we also offer custom colour-mixing systems.



### Product solutions and fields of application:

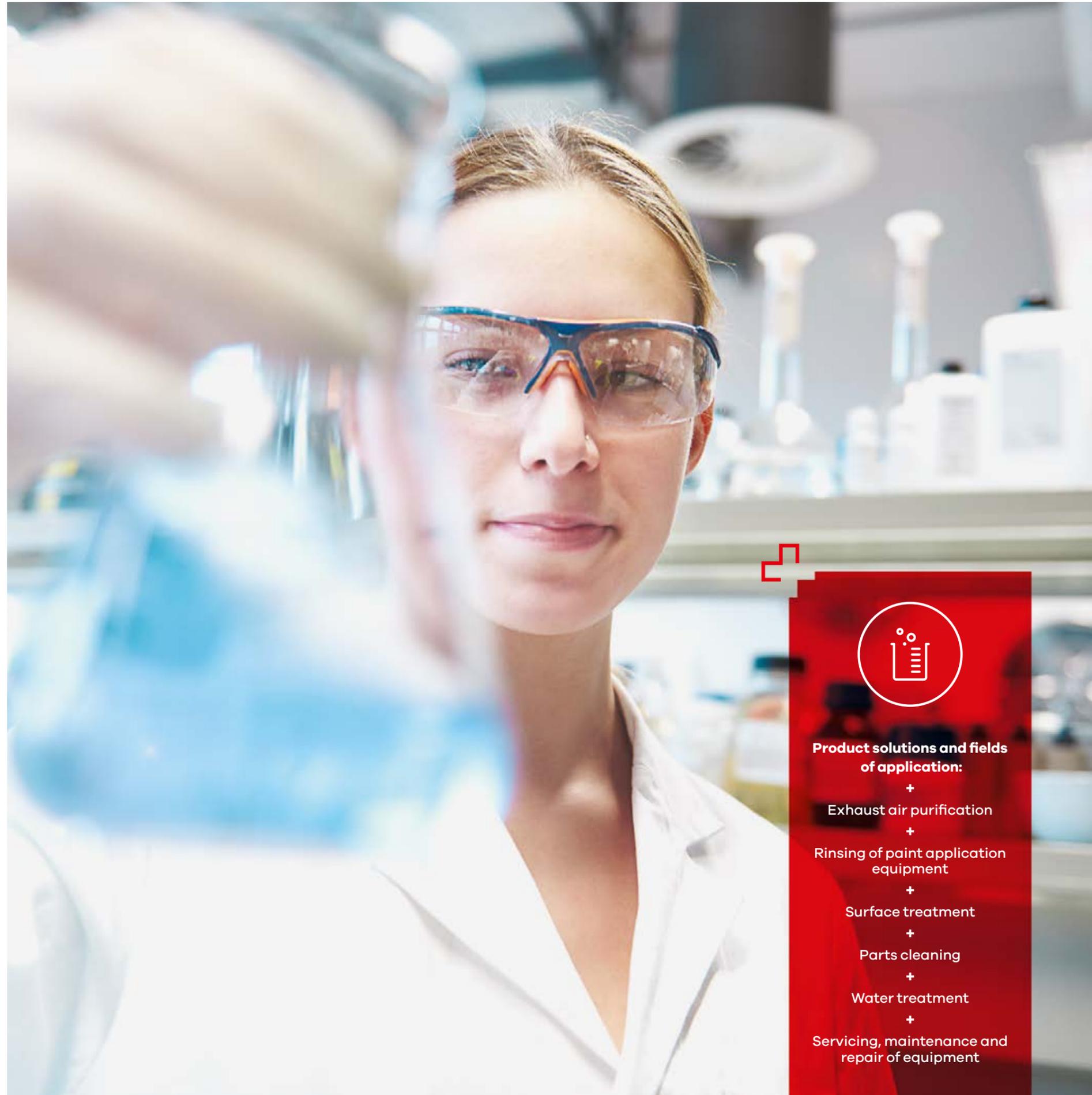
- + Packaging for food products
- + General packaging
- + Metal decoration and packaging
- + Labels
- + Commercials

## Plastic + car bodies

We make them shine.

Yet our portfolio has much more to offer. Whether it's water treatment, exhaust air purification, flushing solvents or surface treatment – we provide tailor-made products and procedures. At this very instant, we are most likely working with one of our customers to develop an innovative solution for their problem.

The big advantage for you is that you get research and development, production and on-site servicing all in one place. Our employees combine experience, know-how and creativity in a compact and powerful team. This results in direct lines of communication, minimum response times and a high level of flexibility. This enhances the reliability and quality of your processes and guarantees that you reach your business goals efficiently and with pinpoint accuracy. Here at Zeller+Gmelin, our customer focus begins with our own in-house laboratory for research and development.



### Product solutions and fields of application:

- + Exhaust air purification
- + Rinsing of paint application equipment
- + Surface treatment
- + Parts cleaning
- + Water treatment
- + Servicing, maintenance and repair of equipment

# At home + abroad

We are your plus.

Because Zeller+Gmelin has offices worldwide, plus its head office in Eisingen in Baden-Württemberg. Our name stands for reliability and quality, every time. Our subsidiaries and all their employees make sure of it, too.

As an international company, we know that every country has its own unique circumstances and challenges. These can have a legal, climatic, cultural or linguistic basis. The distinct expertise of our sites and our smooth cooperation are beneficial not just to us, the company as a whole – but also to you, the customer.

Because an accumulated understanding of processes, application and development, coupled with problem-solving skills and personal advice, are what make Zeller+Gmelin a global figure when it comes to understanding and solving your problems.



**Germany**

Zeller+Gmelin GmbH & Co. KG  
ZG Fluidmanagement  
SÜDÖL Mineralöl-Raffinerie GmbH  
SÜDÖL GmbH  
SÜDÖL Recycling GmbH



**Canada**  
Zeller+Gmelin ULC

**USA**  
Zeller+Gmelin Corp.

**Mexico**  
Zeller+Gmelin  
de Mexico S. de R.L. de C.V.

**England**  
Zeller+Gmelin UK Ltd.

**France**  
Zeller+Gmelin SARL

**Denmark**  
Zeller+Gmelin A/S

**Netherlands**  
Zeller+Gmelin B.V.

**Poland**  
Zeller+Gmelin Sp. z.o.o.

**Turkey**  
Zeller+Gmelin Ltd. Şti.

**Czech Republic**  
Zeller+Gmelin s. r. o.

**China**  
Zeller+Gmelin (Suzhou) Co. Ltd.

***EXPERTLY DONE.***

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