



OEM BULLETIN

UNITED KINGDOM BLENDER

The Union of the European Lubricant Industry (UEIL) is the umbrella association of the European Lubricants Industry, representing their members and, in particular, the interests of SMEs and independent lubricant companies. To date, the UEIL represents over 400 lubricant companies, who manufacture and distribute lubricant products under their own various trademarks throughout the European Union. With members in more than 20 European Countries and a unique collective experience of lubricants and the lubricants market, UEIL is the sole representative body for independent manufacturers of lubricants in Europe and has been recognized as such by the European Commission. It is UEIL's policy to favour free and fair competition within the scope of prevailing EU and national laws.

In October 2013 UEIL contacted ATIEL regarding a Marketer and performance claims being made on their Technical Data Sheet. At the same time UEIL also wrote to the United Kingdom Trading Standards Office to bring this matter to their attention.

UEIL wrote "It is also the opinion of the Technical Committee of UEIL that the performance profile claimed cannot be substantiated and if this is proven to be the case, then not only is a situation of unfair competition created for our membership, but this could also lead to the end users of the product i.e. the ordinary consumer experiencing problems such as engine failure and invalidity of warranty."

The Trading Standards Office advised that they had written to the Marketer outlining the complaint and advising them on the requirements of the Business Protection from Misleading Marketing Regulations 2008.

The United Kingdom Lubricants Association were actively involved in trying to resolve the issue and advised UEIL that "in addition to e-mails we have formally sent a letter to ... by registered mail advising them that UKLA Code of Ethics specifically states that compliance with ATIEL LoC and that ultimately non-compliance will result in suspension of membership to UKLA".

We are pleased to confirm that due to the investigation of UEIL this product is now not available in the market place.

Brussels, July 2014