



MARKETER BULLETIN

UNITED KINGDOM BLENDER

The Union of the European Lubricant Industry (UEIL) is the umbrella association of the Independent 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 matter was eventually resolved by The United Kingdom Lubricants Association Director General, who is also UEIL's representative on the ATIEL QMS Committee, who advised that the Technical Data Sheet would be replaced by the end of 2013.

UEIL are pleased to be able to advise that the Marketer has now withdrawn the Technical Data Sheet in question and replaced it with one that appears to be in order with the performance claims made.

Brussels, February 2014