



**MORRIS**  
LUBRICANTS

1869 **150** 2019  
YEARS

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# PRODUCTS & SERVICES

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PERFORMANCE THROUGH TECHNOLOGY...

**DID YOU KNOW?**

*Our story began back in 1869 in a small black and white grocery shop in Frankwell, Shrewsbury. Where an industrious James Kent Morris set up his candle making business with a robust service philosophy which has stood the test of time.*





**MORRIS**  
LUBRICANTS  
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## DRIVEN BY PERFORMANCE

Morris Lubricants has 150 years of experience in producing premium quality lubricants and remains one of the largest privately owned manufacturers in Europe. We've developed a reputation worldwide for excellent quality and service. Innovating with the times and technology, we've continually honed our products and services and we now deliver across a wide range of sectors and to more than 85 countries.

### ***“To Do The Common Thing Uncommonly Well Brings Success”***

James Kent Morris - Founder

This was taken to heart by the company and that simple approach has served us well. We've evolved dramatically over the decades as technology has advanced. Staying at the cutting edge of innovation across the entire product line has been critical to our success. Morris Lubricants remains an independent family-owned enterprise that stays true to its core values in every aspect of the business.

### **PRODUCING THE BEST**

For five generations we have focused on quality, innovation, flexibility and trust across the entire business. The result is a range of products and services that are renowned across the globe. We develop close customer relationships, so we are in tune with and responsive to demand.

### **DRIVING PROGRESS**

Listening to our customers' needs and keeping our product range at the cutting edge has made us pioneers in the industry. Seeing our products create winners in motorsport, Britain's delivery fleets on the road, or ensuring the nation's food is harvested matters to us. It's feats such as these that motivate and drive our progress. We continually invest in our people, our systems and our processes, so that we can fully service a very diverse client base and its evolving product needs.

### **IN PARTNERSHIP WITH YOU**

Everything that we do is designed to make things simply work more smoothly. Not only do our products achieve this, but our team understands the importance of continual customer care.

## A DOWN-TO-EARTH APPROACH

### OUR CORE VALUES

Strong basic values sit at the core of our family-owned business:

#### RESPECT

We are relationship builders and treat our team, our customers and our partners with consideration.

#### DILIGENCE

A strong work ethic is vital to our success. The desire to work hard and fairly comes from the top and permeates the rest of the team.

#### SUSTAINABILITY

Minimising the impact on the environment is a key component in all of our operations.

#### INTEGRITY

We're a no-nonsense, down to earth brand. Every element of our business is run on strong principles, so that our partners and customers know that we are a business they can trust.

### THE MORRIS MARQUE

When working with Morris Lubricants you are assured of: premium quality products, practical solutions technical expertise, reliability, honesty and unsurpassed account care.

### OUR VISION

Quite simply, our vision is to become Europe's number one manufacturer of premium quality lubricants and related products. By constantly striving for excellence in technological innovations and the services we offer, our aim is to exceed the expectations and many demands that our customers require.

### OUR MISSION

As an independent manufacturer we continuously invest in the core of our business, so we can be at the forefront of technological change. Our mission is quite simply to serve our customers' requirements for both our products and services. This is achieved by an even closer understanding of our customers and by providing an enhanced distribution network.

## PART OF THE BIGGER PICTURE

Morris Lubricants started as a traditional family business in the heart of Shropshire 150 years ago. As an international company, we are deeply committed to ensuring that we not only provide the best products, but that we are providing the best support for our workforce, our local community and our customers worldwide - we're just one part of a much bigger picture.

Quite simply, we are a company that cares and we take our corporate social responsibility very seriously.

### GIVING BACK TO THE COMMUNITY

Charity begins at home and we are passionate about our strong community interaction in our home town of Shrewsbury.

We support local charities by working as an organisation to arrange team activities, which raise funds for those needing that extra bit of help and support in the local area.

### A HAPPY, HEALTHY WORKFORCE

Our employees are the backbone of our business and their security and fulfillment at work are essential. We go the extra mile to make sure we offer a supportive and enriching workplace.

As a result, we have been rewarded by a loyal staff with long service to the company and a very low turnover rate.

### A LIKE-MINDED SUPPLY CHAIN

We want to work with people who also care, so developing good, strong relationships across the entire supply chain matters.

We actively seek suppliers who mirror our approach and our values.





**DID YOU KNOW?**

Our manufacturing facility has been located in the county town of Shrewsbury, UK for 150 years. The plant occupies a prominent position within the town centre and is easily distinguished by its iconic clock tower.



*"I just thought it was a few blokes in a shed in Shrewsbury, but to come here and see what goes into the blending and testing of the oils is amazing. I was really impressed by the whole Morris operation and it's now an honour to be part of it."*

**GUY MARTIN, Morris Lubricants Brand Ambassador**



**A PROPER PARTNERSHIP**



## MADE IN THE HEART OF ENGLAND

Our UK manufacturing base is located in Shrewsbury, England. The current facility is less than a mile away from where the company was originally founded by James Kent Morris in 1869. The company has great prominence in the centre of the town, with our iconic clock tower adding to Shrewsbury's many architectural attractions and distinctive skyline.

### AN EFFICIENT SERVICE OFFERING

By manufacturing on site in the UK we offer a highly efficient service allowing us to react to requests or changes more quickly than our competitors.

### STATE-OF-THE-ART EQUIPMENT

On-site laboratories that are equipped with high specification equipment, keeps us at the cutting edge of lubricant testing and analysis. Combined with a highly skilled workforce of chemists, chemical engineers and product managers, we ensure that our products are world leading in terms of both quality and performance.

### DESIGNED FOR A DIGITAL AGE

Our production lines are fully computerised, which enables our chemical engineers to do what they do best - producing lubricants for the appropriate application on the appropriate scale. So whether our customers require a few bottles of product or millions of litres, our production line is fit for purpose. We continually invest in this area, to ensure we can operate to full capacity within a lean manufacturing environment, to serve the wide range of applications.

### OPERATING AT THE HIGHEST STANDARD

Our commitment to quality is evident in the high operational, environmental and health and safety standards across every aspect of our business.

We hold and continually maintain the following internationally recognised industry accreditations:

BSI ISO 14001: Environmental management

BSI ISO 9001: Quality management

BSI OHSAS 18001: Occupational health and safety management

BSI ISO 50001: Energy management



## PRODUCTS FOR EVERY APPLICATION

We provide orders in a wide variety of pack sizes, whether you need a 1 litre bottle of oil or a bulk delivery by container truck, we can meet your request. The full product range is detailed on our website [www.morrislubricants.co.uk](http://www.morrislubricants.co.uk) and includes:



Available sizes - All of our products are available in a wide variety of sizes and materials suitable for various transportation and storage methods. Whatever your demands we will be able to accommodate them.

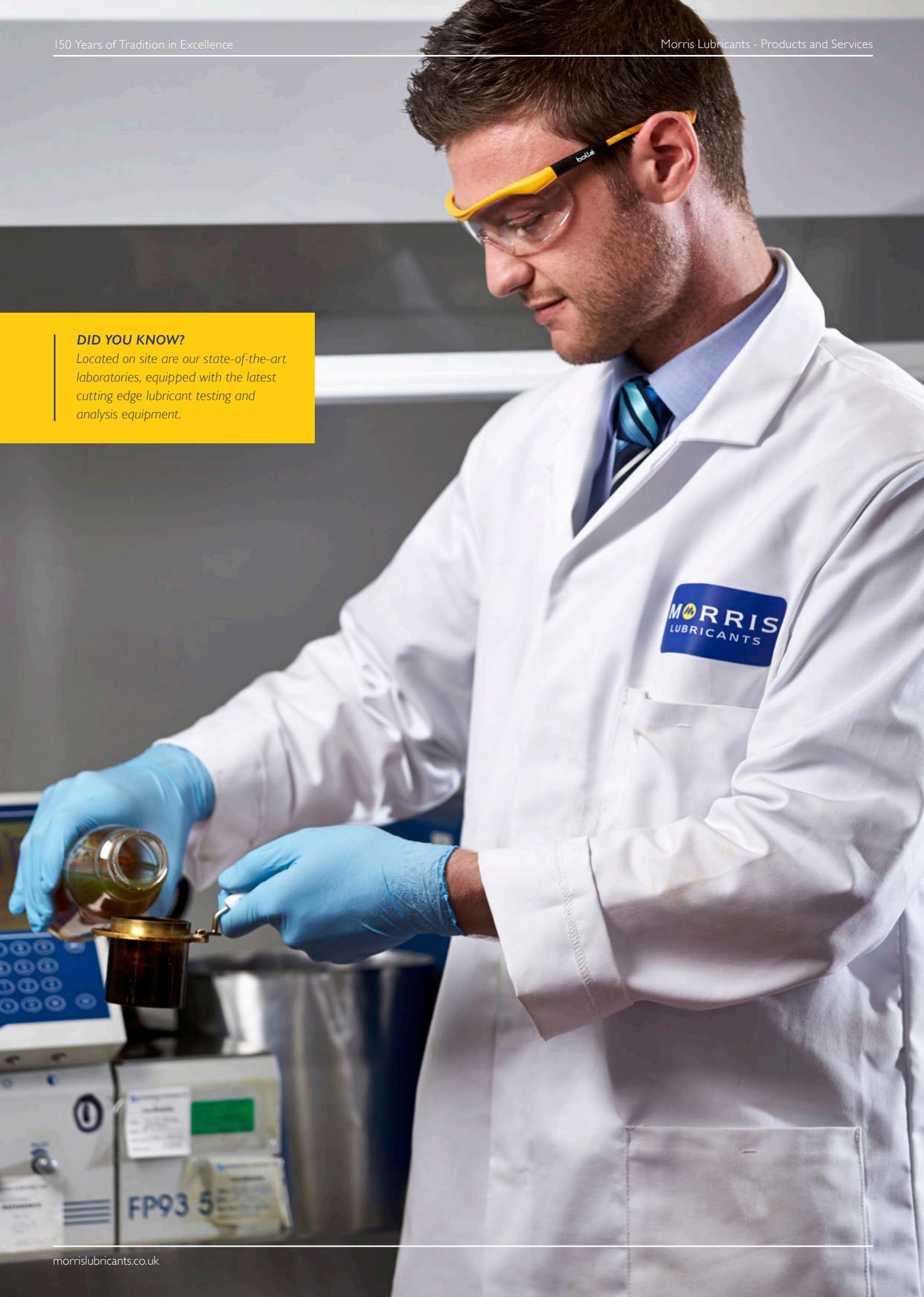


**DID YOU KNOW?**

Our highly-skilled, expert team works in close collaboration with the world's major OEMs to ensure that our manufacturer-approved products continue to meet the very latest and most stringent global standards.

**DID YOU KNOW?**

*Located on site are our state-of-the-art laboratories, equipped with the latest cutting edge lubricant testing and analysis equipment.*



# KEEPING THE WHEELS OF INDUSTRY TURNING

We've developed strong links across a broad range of industries. This has enabled us to provide lubricants and other products specific to your industry.

## AUTOMOTIVE

We do extensive research to bring a range of automotive products that are manufacturer approved and that meet the highest international standards.



## OFF-HIGHWAY

When durability and performance matter, our products are designed for the task. This is especially true in this industry and we've worked with major manufacturers to ensure our off-highway lubricants fully meet these requirements.



## AGRICULTURE

Modern farming requires a broad range of machinery, so our in-depth knowledge allows us to bring you the best agricultural products for your business.



## MOTORCYCLE

Our comprehensive range of performance motorcycle lubricants are fit for extreme competition as well as the open road. If they are good enough for Guy Martin they are good enough for you too.



## INDUSTRIAL

Our lubricants and maintenance products achieve efficient and smooth operations across a wide spectrum of industrial equipment.



## HERITAGE & STEAM

To keep the treasures from the past running today we have combined our 150 years of lubricant knowledge with contemporary additives to meet the needs of today's operating conditions.



## HORTICULTURE

From lawnmowers to trimmers we offer lubricants product for petrol- and diesel-operated horticultural equipment alike.



## MARINE

Covering the gamut in this broad industry, from leisure boats to ocean liners, the range of marine lubricants ensures protection and performance in fresh and saltwater conditions.



## POWER GENERATION

A specially designed range of products for the latest technology diesel generators and gas generator sets. Developed and tested in line with major multinational OEMs providing the most advanced protection.



## MOTORSPORT

Morris Lubricants has a long-established pedigree in a variety of UK and international professional motorsport. Our world-class products are tested to their uppermost limit in the harshest of competitive environments. Our products have been tried, tested and heavily endorsed by leading motorsport professionals for decades.



## RAIL

A smooth running rail service is important to commuters and businesses alike. Our specialist rail lubricants are developed in line with major manufacturers to provide high performance protection.



## COMMERCIAL VEHICLE

Ideal protection for mixed fleets that operate in even the toughest conditions, our range of cutting-edge products designed for commercial vehicles keeps the busiest fleets on the road.



## MULTI-LEVEL SUPPORT FOR YOU

### DELIVERY FLEET AND LOGISTICS

We care about our product and about getting it to you safely when and where you need it. Delivering your product appropriately is a key part of our service. We use 3rd party delivery systems that we have worked with extensively and know we can trust.

We also have our own delivery fleet, which ensures that you receive your order from an experienced transport team. Each vehicle is monitored by GPS using the latest technology. You get peace of mind knowing exactly when your delivery will be made and that it will arrive in a purpose-built vehicle.

### EXPORT AND INTERNATIONAL ASSISTANCE

We are a highly experienced department ensuring the safe shipping of our products to overseas clients and providing an extensive programme of ongoing support to international distributors looking to develop sales within the lubricants market, including technical guidance, advice on country-specific inspection procedures and marketing and communications.

### MARKETING

Our marketing team plays a vital role in promoting Morris Lubricants through our website, social media and other advertising opportunities. They can be reached Monday through Friday, 9-5pm (GMT) at [marketing@morris-lubricants.co.uk](mailto:marketing@morris-lubricants.co.uk).

### TANK TELEMETRY

Watchman Anywhere Pro can continually monitor every tank in your business. From diesel to waste oil and a vast range of common liquids, you'll have full transparency about the performance of your tank population. Watchman Anywhere Pro provides in-depth data that you can view anywhere, anytime. The one piece monitoring unit is easily installed and has a battery life from 3-5 years.

Log in to your online dashboard and see all the data you need – statistics, statuses and measurements from every tank across your business



LIQUID LEVEL



CONSUMPTION DATA



FILL VOLUME



SUDDEN DROP ALERT



PROJECTED RUN OUT DATE



LOW LEVEL ALERT



**WATCHMAN.**  
ANYWHERE PRO



**DID YOU KNOW?**

We have ongoing programmes to reduce fuel consumption within our delivery fleet that are proving highly effective in reducing our carbon footprint even further.

**DID YOU KNOW?**

*Morris Lubricants is always striving to reduce its impact on the environment. Whether it be through sustainable packaging solutions, or implementing solar panels to improve energy management or our products themselves with a selection of them being biodegradable and eco-friendly.*



## WORKING SMARTER, NOT HARDER

### ONLINE LUBRICANT FINDER

What oil do I need for my vehicle? Simply input your car registration into our online lubricant finder ([www.whatoildoineed.com](http://www.whatoildoineed.com)) or select from a wide range of vehicle makes and models to identify which product will work best for you.



### TECHNICAL SUPPORT

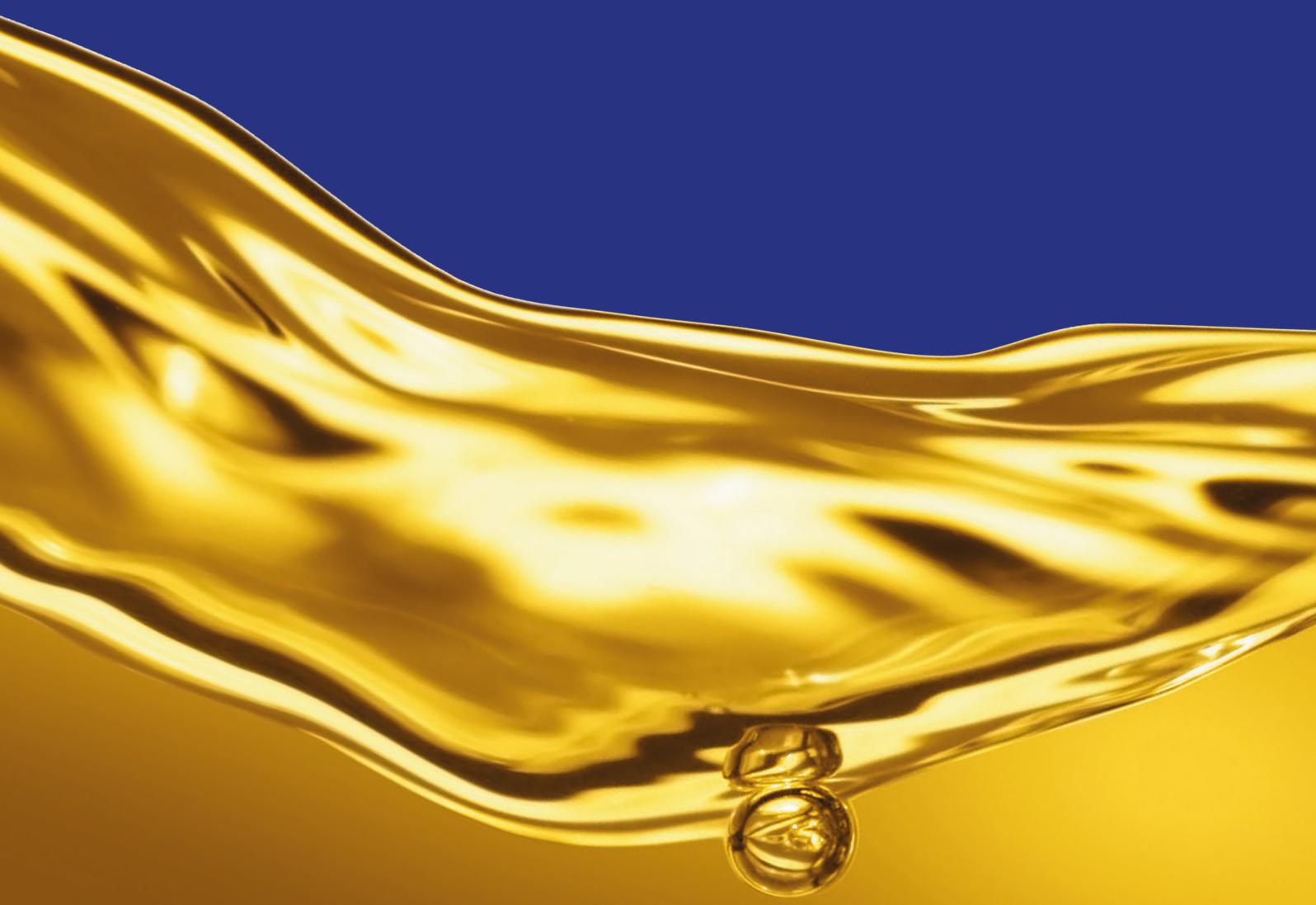
Our team of expertly qualified technicians are on hand to assist with any technical questions or challenges that you face. We'll help to identify and recommend the perfect solution. So if you've got an issue, simply "Ask the Experts" via our dedicated website, by e-mail or give us a call.

For urgent technical enquiries call directly on +44 (0) 1743 237541 available 9 - 5pm (GMT) or e-mail us direct at [technicalhelpdesk@morris-lubricants.co.uk](mailto:technicalhelpdesk@morris-lubricants.co.uk)

### AUGMENTED REALITY APP

As one of Europe's leading manufacturers of automotive lubricants, we have been delivering lubricant innovation since the first Benz motorcar. The Augmented Reality app allows you to experience an internal 3D visual view of how our lubricants flows through an engine, showing you why the right oil is crucial to the life of your vehicle. Within the app you can also discover what oil you need in your vehicle by linking with our dedicated oil finder site, or grab some quick tech help via our Ask Ade portal. Search for 'Morris AR' in the app store.





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VAT Registration No. 838420327. Registered in England & Wales No. 4930959.

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[www.morrislubricants.co.uk](http://www.morrislubricants.co.uk)