HELPING BOOST FARMING PRODUCTIVITY WITH EFFECTIVE LUBRICATION

COMPANIES UNDERESTIMATE POTENTIAL PRODUCTIVITY IMPROVEMENTS FROM EFFECTIVE EQUIPMENT LUBRICATION

54% do not believe choosing higher quality lubricants will help reduce unplanned downtime

Only 32% believe lubrication can influence equipment availability

Only 29% understand how wear protection can lead to savings

1 in 3 do not expect higher quality lubricants to help reduce maintenance costs

LACK OF UNDERSTANDING IS AN OBSTACLE TO SAVINGS

47% do not believe lubrication can help extend equipment life

77% think they do not conduct staff training on lubricants as regularly as they should

44% place importance on product performance when purchasing lubricants

THE IMPACT OF THIS CAN PROVE COSTLY

58% admit their errors in equipment lubrication have led to unplanned downtime

SELECTING THE RIGHT LUBRICANT AND MANAGING IT CORRECTLY CAN HELP REDUCE UNPLANNED DOWNTIME AND LOWER MAINTENANCE COSTS, CONTRIBUTING TO IMPROVED PRODUCTIVITY AND LOWER TOTAL COST OF OWNERSHIP (TCO)¹

SHELL LUBRICANTS WORK WITH CUSTOMERS TO HELP DELIVER TCO SAVINGS

Over $1.9 million savings delivered to agriculture customers²

260 Shell Lubricants technical specialists help customers reduce TCO through effective lubrication

OEM and customer collaborations enable Shell Lubricants to develop products that help improve equipment reliability and productivity

Shell Lubricants Services to help upgrade lubrication management:

- Shell LubeAdvisor: Helping identify and seize savings
- Shell LubeMatch: Tailored product advice
- Shell LubeAnalyst: Lubricant monitoring
- Shell LubeCoach: Staff training

This survey, commissioned by Shell Lubricants and conducted by research firm Edelman Intelligence, polled 120 decision makers in the agriculture industry in 8 countries (Brazil, Canada, China, Germany, India, Russia, UK, US) from November to December 2015.

¹ Total Cost of Ownership (TCO) is defined by Shell Lubricants as the total amount spent on industrial equipment, including cost of acquisition and operation over its entire working life, including costs of lost production during equipment downtime.

² Based on savings delivered to Shell Lubricants customers.