

**THE MOST LEADING
PREMIER LUBRICANT
CONTRACT MANUFACTURER**

OEM SERVICES

by JP Lubricant Group

BENEFITS OF BECOME OUR **BUSINESS PARTNER**



ONCE A BRAND BECOMES WIDELY ACCEPTED, WE HAVE NOTICED THAT THE MAIN ISSUES THAT ARISE ARE THAT.

- The brand owners increase the purchase price for their products, effectively restricting margins while increasing profits for themselves.
- The brand that you grew to its current status is removed from your distribution and given to someone else that promises the brand owners that they are able to sell more of the lubricant effectively generating more income for the brand owners.

All this can be eliminated if you are the brand owner yourself before embarking on the journey of making the brand a widely accepted brand.

JP Lubricant can assist by offering smaller MOQ's than most other manufacturers because we understand the issues faced by cash flow and would like to reduce the barrier to entry into this field. Owning your own brand need not be expensive as we specialise in OEM and are able to develop the brand for you from the ground up competitively. With ridiculously small MOQ's for a manufacturer we will help you maximise your profits by ensuring that a relatively small amount of capital is tied up in stock while the stock is varied and large enough to serve a larger market base. We also have specialised marketing staff which are able to aid in advising you on the appropriate advertising to assist in creating better opportunities to up-sell and/or cross sell effectively increasing the market from an existing clientele. Lastly but most importantly, because your product comes directly from the manufacturer, the middleman is no longer in the picture ensuring that margins will be defined by you. Thus ensuring a more profitable venture.

- With a lower purchase cost the number of distributors that you are able to attract and retain naturally increases as the profits that you are able to offer them will also increase. Flexibility in offering promotions are also more available as there is a higher margin to utilise.
- With our view of utilising the best systems and processes available in the industry today, customer satisfaction is guaranteed and this leads to higher brand loyalty which ensures the continued growth of your brand and therefore increased profits to the brand owner.....yourself.

WHAT WE DO

We help you grow your business. Lubricant designed to increase productivity through enhanced efficiency, protection, oil and equipment life.

STEP 1



**LUBRICANT SELECTION
& POSITIONING**

STEP 2



**BRANDING &
LOGO SELECTION**

STEP 3



**PACKAGING
& PRESENTATION**

STEP 4



LABELLING

STEP 5



PRODUCTION



energy **API**
AMERICAN PETROLEUM INSTITUTE

API License

As the raw materials that we use are approved and even lauded, we are easily able to obtain API registration for our products to further reassure and ensure our customers regarding the quality of our products. It also allows us to be up to date with the latest developments in the industry and as always improve to outstrip our competitors where customer satisfaction, quality and cost are concerned.



OUR PRODUCTS

Our product particularly attractive choice for professional use and end consumers alike. Competitively priced while meeting both the highest of international quality standards and incorporating the latest technological innovations in the industry.

It is this unique combination that gives the brand an unmatched competitive advantage and which provides our customers with the opportunity to compete in all segments of the market. Even against well-established premium brands. We are confident that our position in the lubricants market will be further enhanced in the coming years with our ability for onsite R&D and the wealth of knowledge and experience that JP Lubricant is able to bring to bear.

JP LUBRICANT SDN BHD

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