

Press Release

ATIEL LAUNCHES A VIDEO SERIES TO HELP LUBRICANT MARKETERS MAKING CLAIMS AGAINST THE ACEA ENGINE OIL SEQUENCES

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ATIEL, the Technical Association of the European Lubricants Industry, launches a series of videos for Lubricant Marketers making claims against the engine oil sequences of the European association of vehicle manufacturers, or ACEA, to support greater understanding of their role and responsibilities under the European Engine Lubricant Quality Management System, or EELQMS.

EELQMS is a voluntary quality management system intended for automotive engine lubricants and designed to assist Lubricant Marketers in assuring the quality of their lubricants and the performance claims made for them in the marketplace.

There are seven videos in the series each explaining a different section of the ATIEL Code of Practice, a critical part of EELQMS which provides a mechanism and a basis for commitment to standardise practices when developing, marketing, or manufacturing engine lubricants for which compliance with the ACEA Oil Sequences is claimed. The videos were developed by ATIEL, drawing on the technical expertise of its QMS Committee in collaboration with SAIL, the subsidiary of ATIEL, which operates the registration system for signatories of the Letter of Conformance, licenses the use of the EELQMS quality trademark on behalf of ATIEL, and is responsible for ATIEL's product compliance monitoring programme.

The videos which are available on ATIEL's YouTube channel include:

1. Introduction
2. The lubricant performance profile or specification
3. Identification and selection of the correct raw materials
4. Quality Control of Receipted Materials
5. Blending
6. Quality assurance of the blended batch
7. Auditing and assessment

Commenting on the videos ATIEL President Marco Digioia said, 'These videos are part of our commitment to end users so they can have continued confidence in the engine lubricants they buy and use.'

Mike Boyer, Director of SAIL said, 'The Code of Practice is a technical document in which these videos are designed to complement, by explaining in detail how to implement the processes and procedures in the code within a lubricant blending plant.'

For more information, please contact: Marco Digioia, ATIEL President on info@atiel.eu or Mike Boyer, Director of SAIL on info@sail-europe.eu

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