



UNLOCKING COST SAVINGS IN CONSTRUCTION BY UPGRADING LUBRICATION

COMPANIES UNDERESTIMATE POTENTIAL PRODUCTIVITY IMPROVEMENTS FROM EFFECTIVE EQUIPMENT LUBRICATION

Only **32%** believe effective lubrication can help improve **equipment availability**



41% understand how **improved wear protection** can result in cost savings



THE BENEFITS OF HIGHER QUALITY LUBRICANTS ARE OFTEN OVERLOOKED

67% do not expect they can help reduce **unplanned downtime**



54% do not expect they can help **cut maintenance costs**



LACK OF LUBRICANTS EXPERTISE CAN BE A BARRIER TO SAVINGS

67% think they do not conduct **staff training** on lubricants as regularly as they should



Only **47%** consider lubricant product performance an important purchase consideration



28% have all the **correct lubrication management procedures** in place¹



THIS IS HAVING A FINANCIAL IMPACT

87% have experienced unplanned downtime in the past 3 years

60% admit this was due to their incorrect selection and /or management of lubricants



25% believe costs exceeded **\$250,000²**



EFFECTIVE EQUIPMENT LUBRICATION CAN HELP **REDUCE UNPLANNED DOWNTIME AND LOWER MAINTENANCE COSTS**, CONTRIBUTING TO LOWER TOTAL COST OF OWNERSHIP (TCO)*

SHELL LUBRICANTS WORK WITH CUSTOMERS TO HELP DELIVER TCO SAVINGS

At least **\$139 million** savings delivered to customers worldwide (2011-2015)³



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 LubeExpert
Expert advice on-site

Shell LubeAnalyst
Lubricant monitoring

Shell LubeCoach
Staff training

This survey, commissioned by Shell Lubricants and conducted by research firm Edelman Intelligence, polled 406 decision makers in the construction industry in 8 countries (Brazil, Canada, China, Germany, India, Russia, UK, US) from November to December 2015.

* 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.

1. Shell recommended procedures include delivery and storage, oil change, oil dispensing systems, efficient grease lubrication systems, oil analysis and training employees in lubricant selection or management.

2. \$ figure based on converting local currency into equivalent \$ amount.

3. Based on savings delivered to Shell Lubricants customers from 2011-2015.

SHELL LUBRICANTS
TOGETHER ANYTHING IS POSSIBLE