



KROON-OIL MAGAZINE
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1906 - 2006
100 years Kroon-Oil



LUBEVISION®

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Dear LUBEVISION reader,



Five months ago, this very
special year 2006 started !

100 years ago, in 1906,
Kroon-Oil was founded
and as we told you in our
earlier LUBEVISIONS, we
will celebrate this jubilee
in an appropriate manner.
During the first three

months of this year we have prepared
ourselves for these celebrations.

In addition, we have paid a lot of our
attention to the current marketing
situation with regards base oils and
additives. The unrest in the market with
regards availability and prices of these
commodities has never been so great in
history. The temporary dropping out of
a number of important base oil supply
sources has resulted in a shortage of such
base oils. In addition, the percentage of
the basic crude, which is used for making
lubricants base oils, is presently lower
than usual. Accordingly, one of the major
problems of our purchasing department
is to cover our base oil requirements.
This has resulted in a situation whereby
it has been impossible to supply certain
lubricants.

However, you, as a Kroon-Oil
customer, should not feel unduly
concerned about this. We have
covered our base oil requirements, but
at the same time, we expect that this
hectic situation will continue for the
time being.

Since the world wide lubricants base
oil demand is some 10% larger
than the availability, this results in
price increases for base oils and
subsequently increases in the selling
prices of the finished lubricants.

Kroon-Oil will continue to focus on
the added value of our products. In
addition we have updated our website
and we have added information on oil
change intervals, etc.

In this edition of LUBEVISION you can
read extensively about the rich history
of Kroon-Oil.

Once again, we wish you lots of
reading pleasure of this jubilee edition
of LUBEVISION.

Leon ten Hove

Chief Editor



>>> 100 year KROON-OIL <<<

1906 - 2006 - the history



Mr. Lion de Haas, the founder of the Company.

Sales and other staff in front of the factory in Wierden and Kroon-Oil drums in front

In this and the following LUBEVISION publications, we will tell you about the history of Kroon-Oil, the company we are proud of and which exists 100 years in 2006.

Our initial period in Wierden

Our information about the period 1906 - 1946 is extremely limited, since the archives of the company got lost during the Second World War.



Enamel advertising sign, owned by the open air museum in Havelte

What we know is that the company was founded in 1906 by Mr. Lion de Haas (see insert picture) under the name: "Co. L. de Haas, Wierden" (near Almelo). In 1937 Mr. Lion de Haas was succeeded by his son, Mr. Simon B. de Haas.

The Co. L. de Haas, Wierden is the name which appears as letter heading in 1946 and is also found on the product packing at that time. Kroon-Oil still has specimen of such packs. The product packs are illustrative for the name of the company and the 1 kilogram pack was used for a product in Dutch called: "Wagensmeer", or



Picture of the office in 1956, when the company existed 50 years

>>> 100 year KROON-OIL <<<



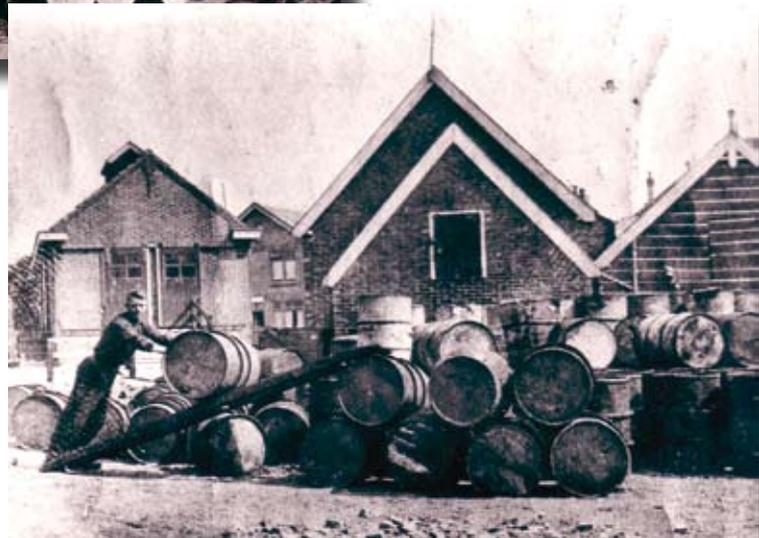
Oil drums and other barrels on the factory grounds before the Second World War..... Fortunately, a lot has changed.....

translated into English: " wagon grease". This grease was used to lubricate the often wooden wheels and shafts of wagons which were pulled by horses. On this 1 kg pack the following was printed: "Factory branded: DE KROON , (Legally Registered)".

It is also clear that the company concentrated its activities in the agricultural field, in the surroundings of Wierden. We have details of the old product programme on record. This shows what products the company sold before the second World War: not limited to lubricating oils, but also Anti Freeze, oils to treat leather belts and skins, animal feed supplements, horseshoe grease, and insulators to fence meadows and paddocks. We also found out that even shoe polish was sold under the brand name "CROWN". However this product was sold by a company called: "J. de Haas" in Wierden.



The story is, that J. and L. de Haas were brothers, who got into an argument and each of them decided to go his own way. Their respective salesmen visited the same and each others customers, and recorded orders, which were subsequently exchanged or stolen in the evening and executed by the "other Co. de Haas" After all, the customer did not



really know from which Co. de Haas he had ordered and who delivered the products !!

The Second World War

During the Second World War, both Mr. L. and S.B. de Haas were deported by the Germans, who occupied our country. Subsequently the factory was seized by the Germans and remained closed until 1946. Between 1942 and 1946 the buildings were occupied by the Germans and immediately after the war by Canadians. The entire De Haas families of both L. and S.B. de Haas died during the war while in

>>> 100 year KROON-OIL <<<



A promotional leaflet, distributed in 1956, when the company existed 50 years !

Germany , with one exception: Carla de Haas, the daughter of Simon, who emigrated to Israel after the Second World War. During the later part of the war, Carla had gone into hiding with a family Van den Boom in Bergen op Zoom, a town in the far south of The Netherlands, close to the Belgium border.

When the Second World War was over, Mr. Van der Boom decided to travel to Wierden to see for himself what was left of the Co L. de Haas, and to tell Carla of his findings. Basically there was nothing left of what Mr. L and S.B. de Haas had built up, the stocks

and administration had gone and the building was empty.

The post war reconstruction
On the 1st March 1946 Mr. W. van der Boom bought the company and stated his activities under the (in English translated) name: "Oil and Wagon Grease Factory "De Kroon", Co. L. de Haas". The following years the name of the company was changed several times, until it became: Oil, Grease and Paint Manufacturing Co. DE KROON, Co. L. de Haas.

In 1946 and 1947 the first field staff were recruited and the office and factory staff was increased, and the brother of Mr. W. van der Boom , Mr. L.C. van der Boom, became a business partner.

During this post war period, the company's activities increased rapidly. This resulted in the purchase of additional office and manufacturing buildings and it became clear that less attention should be paid to the manufacture and sales of (wagon) grease than to the manufacture and marketing of lubricating oils.

In 1955 the company developed jointly with the construction company "Bereila" in Bedum, (NL), apparatus, which



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Moped and Scooter assortment



"De Kroon" wrapper for fins

could mix petrol and (two-stroke) lubricating oil in specific ratios for use in two-stroke engines of mopeds, motor cycles and scooters

In the period 1953 – 1963 the growth of the company continued and additional property was purchased and by 1963 the company operated from 6 different locations in Wierden.

In 1960 the name of the company was once again changed by deleting the name of the founder, Mr. L. de Haas.

In 1962 and 1963 DE KROON acquired a lubricants wholesale company, Gerwens's Oil Company in Zandvoort (NL), followed by the lubricants department of R.S. Stokvis

in Rotterdam. This last acquisition was most important, since the most popular small moped in The Netherlands was "De SOLEX", for which SOLEX (two-stroke) oil was recommended. R.S. Stokvis accordingly transferred the exclusive sales rights for SOLEX oil to DE KROON.

The company also suffered set backs, such as the two major fires in 1960 and 1965, as you can see on the two pictures on this page.

The expansion of the company made it essential to look for and invest in new offices and factory, however the town of Wierden did not have industrial land available and it was therefore decided to move to an industrial estate in Almelo, some 5 kilometres east of Wierden. In 1964 the land at the Dollegoorweg, our present location, was purchased and in the jubilee year 1966 (60 year Kroon-Oil), the new factory was opened.

In the next LUBEVISION we will continue our story about the developments in Almelo since 1966. In this LUBEVISION we will tell you how Kroon-Oil is developing new, specialized lubricants for automotive applications.



The major fires of 1960 and 1965



>>> **PRODUCT UPDATE** <<<

Micro Protect Autoglass

1. Water pearls down the front window.
2. Dirt, insects and ice are easily removed by the wind while driving with a speed of 70 km per hour or more.
3. Reduced use of your wipers, to extend their life by 3 to 4 times
4. Rain, splashing water and dirt do not get grip on your front window.
5. Safe in automatic car wash installation, provided no wax treatment is applied.
6. Life span 6 - 12 months.



All of us, who drive a car, only know too well how irritating it is to have a dirty front window with bird droppings, the remains of insect and greasy splashing water. Even with the use of the wipers and wiper fluid, the problem remains and the view is obstructed by a greasy window. The view has gone and the irritation grows ! If the rain starts to come down while overtaking a car, you will be grateful if you use Kroon-Oil Micro Protect AUTOGLASS. This product fills the minuscule cracks and openings in your window. This results in a hard and protective coating of the window, which is so smooth and polished that dirt will not easily stick to the window and the wiper will simply remove what is remaining. In rainy weather, at speeds of around 70 kilometres per hour or more, the rain drops will disappear from your window together with the dirt, thrips and other insect remains, often even without using your wipers !

Not an impregnated cloth with fluid, but a simple and handy spray bottle with sufficient contents is used to treat your front and side windows. The Micro Protect Autoglass set contains in addition to the cleaner, a sponge, 3 clothes to rub the product in and clear instructions how to use the product. Depending on the use, the application will add significantly to safe driving for periods of 6 -- 12 months. **Micro Protect AUTOGLASS is sold in a handy sales-counter-display unit of 10 sets each.**

Kroon-Oil Internet Product Information and Recommendation have been renewed !

On 20th February 2006 we have launched our completely updated product information on our internet site. What will you, as the user of this information notice ? First of all we have added the latest models (we will update the models at intervals of 6 months). We have also improved the layout of the lubrication schedules, this will make it easier to read the information. We have also, where possible, indicated the oil change intervals*). We will show suitable alternative recommendations where this is possible. We also have created the possibility to add comments and notes to minimize the chances of mistakes. In short: for good and accurate lubrication advice, you should visit our web site (also) in our jubilee year: www.kroon-oil.com

*) The car / engine manufacturer prescribe the oil change interval under which conditions and which lubricants should be used. It is possible that the prescribed oil change period for product "X" in vehicle "A" is longer, than for that same product if used in vehicle "B".

>>> **MEET MRS. & MR.** <<<



MAES & ZN.

MINDERHOUT - BELGIUM

For this first LUBEVISION in this jubilee year of Kroon-Oil, we crossed the border into Belgium for our "Meet our customers" interview and visited the company MAES AND SONS N.V., in Minderhout. It was a special visit, not only because we went to Belgium, but also because it gave us an opportunity to show our Kroon-Oil Mini Cooper. We most certainly got the publicity we looked for, by showing this new car!

MAES AND SONS is, as the name already indicates, surely a real family business and we notice this immediately when we drive through the gate, where we are greeted by the founder of the company, Mr. Maes senior, who is busy in his garden ! We park the Mini Cooper strategically in front of the showroom and enter the building into the extensive and spacious shop area. In the store we find Mr. André Maes, the youngest of the five brothers, who jointly run the company. In his office we start our interview under the delights of a cup Belgian coffee.

THE BEGINNING.....

It all started when the father of André opened a small workshop in Kasterlee to shoe horses. Soon thereafter other agricultural activities were added. In 1983 the company moved to Minderhout to expand its activities. A petrol station was added and it became clear that there was a considerable demand for car parts, which hitherto had to be bought in Turnhout, some 20 kilometres down the road. The car parts business developed rapidly and still continues to grow successfully. It was and is not always easy, since Minderhout is a bit of an outpost in Belgium. Over the years and after completing their studies, the five sons started to work in the company. This made it possible for the company to continue its growth and what started a one-man company became a company employing some 40 employees. Now each of the brothers is responsible for a specific section and activities of the company. André and Paul look after the automotive and industrial part, Guy, the eldest brother is responsible for the agricultural activities. Jos and Luc operate from Kasterlee and deal respectively

>>> MEET MRS. & MR. <<<



"For André, the extensive range of Kroon-Oil is most important. He experiences that customers lay more and more emphasis on the different types of oil"

Mr. and Mrs. André Maes in front of the Kroon-Oil display together with the Kroon-Oil Mini-Cooper

with the automotive and agricultural activities. Their association with the company and its activities is illustrated by the fact that they bought back the very first tractor, which was sold (see picture) and is now kept in Kasterlee for demonstrations and jubilee activities.

KROON-OIL

When we ask André, why Maes has chosen for Kroon-Oil as their lubricants supplier, he starts to laugh, and his answer is: "Well, after all you employ a Belgian to be of service to us!"..... In first instance this sounds a bit like a joke, but in reality it is true that it is easier to discuss business as Belgians amongst each other.

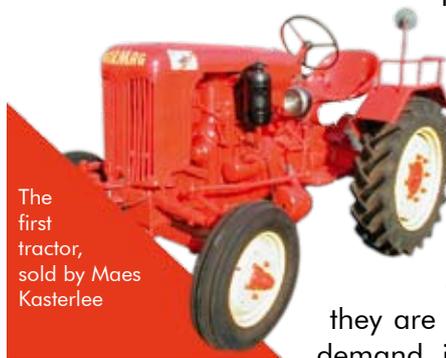
The relationship between Maes and "our Belgian", Yves Tryssoone, started when Yves still worked for the Romax (exhaust systems) company. Maes sold STABIL-OIL lubricants at that time, when Yves joined Kroon-Oil in 1996. The result was that Maes became one of the pioneers for Kroon-Oil in Belgium and both of us are still grateful for this relationship. For André it is important that Kroon-Oil has such an extensive range of products. He notices that many of his customers lay increasing emphasis on the different types of lubricants with different specifications. To be able to provide the correct technical information on the Kroon-Oil products and their applications is a task, which becomes more and more important. "For that reason, Kroon-Oil is an excellent partner.

The extensive range of products, including the special lubricants, the website and the CD-Rom offer us the perfect combination".

THE FUTURE

There are plans to expand the facilities in Minderhout in the near future. The shop area, which is already quite considerable, will be extended by some 500 m². According to André it is essential that his customers can see, inspect and select the products in which they are interested. In addition the general demand is increasing, cleaning apparatus are particularly good examples. The demand for such cleaning equipment is becoming so high that it becomes an activity in its own right. There are also an increasing number of customers who come from the Netherlands and who have "discovered" Maes and Sons ! The reason is that it often takes customers just as long to drive to Minderhout as it takes those Dutch customers to travel to a town like Breda in The Netherlands and: no parking problems and no longer any manned border crossings.....

What else will the future bring for Maes and Sons ? This is difficult to assess. One thing is certain: the five brothers will continue to run the business. The third generation Maes is already emerging and two grand children of the founder already work in the company and more may follow. Accordingly Maes and Sons will continue to be a real family business !



The first tractor, sold by Maes Kasterlee

>>> **TECH CORNER** <<<

THE DESIRE FOR **CLEAN AIR RESULTS** IN OF ENGINE OIL SPECIFICATIONS!

Motorcar manufacturers are under enormous pressure to meet the ever-increasing emission standards, now and in the future. The dedicated LUBEVISION reader has already read in our earlier issues about this subject. It remains still a "very hot" item and for that reason we would like to keep you informed on developments. As certain and convinced car manufacturers are about the solutions to keep the emission levels within the legal limits, through the use of soot filters, and more and more complex catalyst systems, these car manufacturers are as uncertain about the reliability and the life expectancy of these exhaust treatment systems. Governments demand that cars meet the legal exhaust limit requirements over the entire life span of the car. This implies that car manufacturers should develop reliable systems, which, if at all possible will last during the entire life span of the car.

ENGINE OILS HAVE AN EFFECT ON THE LIFE SPAN OF EXHAUST TREATMENT SYSTEMS

In particular the requirement of reliability is an important point of concern. Despite the lack of testing experience in the field, all car manufacturers are unanimous of the opinion, that engine oil has an adverse effect on the life span on the treatment systems of exhaust gases. To solve these problems for (the exhaust gases of) petrol engines is relatively easy through the use of an improved three-way-catalyst, similar to the one, which has been in use for several years. The reliability of this catalyst can be improved relatively easy by means of a reduction of phosphorus and sulphur in engine oils and petrol. For Diesel engines it is a completely different story. In Diesel engines, which meet the EURO 4 requirements, the quantity of soot particles in the exhaust gases has been reduced by 50% in comparison with the EURO 3 requirements. This has been achieved through the mass application of soot filters in passenger cars. The reliability and life span of such soot filters are a source of concern. It is believed that sulphated ash in the engine oil, (which comes into being during the combustion of additives which contain metals) has a negative effect on the life span of the soot filter. For that reason the car industry focuses its attention on a reduction of sulphated ash in engine oils. Their point of view is simply: "reduce the chemical limits (levels) on the use of sulphur, sulphated ash and phosphorous in engine oils, and the problem is solved !!" Easy isn't it ? Regretfully, the reality is more complex, since these chemicals form an essential part of the additive packages, which make it possible to make modern engine oils with outstanding performance in terms of qualities like: fuel economy, extended oil change intervals, detergent qualities of the oil, and anti-wear properties. It is far from easy to develop at short notice suitable and effective alternatives, which can replace the present excellent, and affordable additives and which can replace the current additive packages, which have proven their effectiveness over so many years.

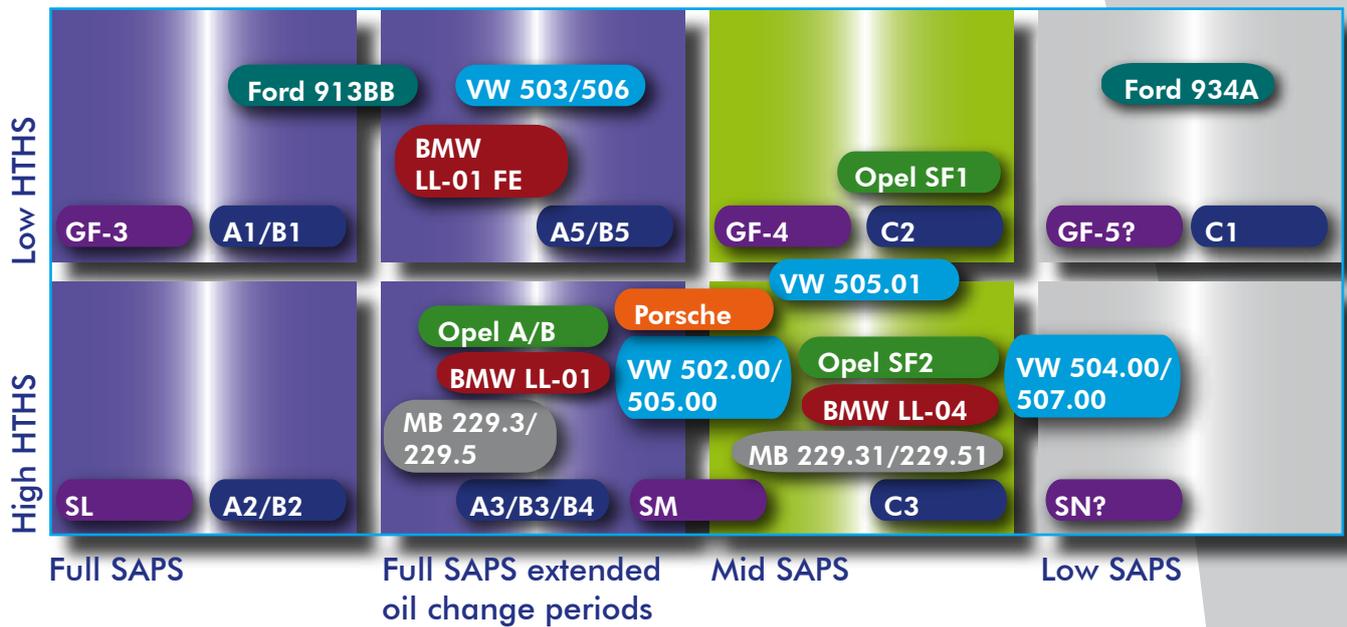
PROLIFERATION OF SPECIFICATIONS

The development of new formulations is now in full swing, but is also time consuming and very expensive. As early as October 2004 ACEA developed and published, the ACEA C-specification, a new engine oil specification for passenger cars fitted with EURO 4 engines.

A number of car manufacturers (VW, Opel, Mercedes and BMW) develop next to this ACEA C specification, their own specifications. As a result of different ideas and judgements, the specifications and requirements of the various car manufacturers deviate from the ACEA C specifications. To make matters even more complicated, the specifications of the car manufacturers also differ between themselves. It becomes accordingly more difficult (if not impossible !) to combine all these different requirements in one engine oil and so a proliferation of engine oil specifications starts to develop. This means that, at an accelerated pace, a large number of engine oils become available, which are exclusively approved for use in one or a limited number of different engines. All different engine oils can still be classified in three categories as follows: full SAPS*) engine oils, conventional

>>> **TECH CORNER** <<<

A PROLIFERATION



Lubricants specifications have become more and more complicated and continue to do so. The above diagram shows the different specifications, how they relate to the other specifications and in which "SAPS category" they belong. - Source: Infineum International Limited -

engine oils with no restrictions on chemical composition (such as ACEA A / B-specifications) and mid SAPS engine oils, a combination of (compromise between) full SAPS and low SAPS, with limited chemical levels (such as ACEA C2 and C3-specifications) and e) low SAPS engine oils a new generation engine oils with the lowest levels (limits) of sulphur, sulphated ash and phosphorus (such as ACEA C1-specification).

WHICH WAY WILL THE CAT JUMP?

Since there still is a distinct lack of practical experience (results of test kilometres on the public road) and information, most car manufacturers are waiting to see how things develop. Ideas and views continue to change, sometimes by the day and accordingly the requirements for engine oils likewise.....The result is that the oil industry is also forced to take a wait and see attitude. After all, why spend enormous amount of money on research & development and develop and run test programmes, while the car manufacturers still have not yet made up their mind, among themselves still have so many different ideas and continue to change their minds regarding their requirements and specifications?

The EURO 4 specification has become effective from January 2006. The first cars with a soot filter are already on the road. If we look at the engine oil requirements for those cars, it becomes clear that most of them have chosen for "the happy medium" and recommend mid SAPS engine oils, such as Kroon-Oil HELAR SP 5W30 LL-03 and PRESTEZA MSP 5W30. These are engine oils with a chemical level only slightly below those of full SAPS engine oils.

This means that the qualities of these oils are very close to those of full SAPS engine oils. The limited chemical contents should increase the life span of the different treatment system. We are of the opinion that the essential information about where the lubricants specification future will lie will crystallize out in time to come. The car manufacturers will carefully watch the first generation EURO 4 cars. Depending on the results, each car manufacturer will decide whether it will be essential to specify low SAPS oils, as was previously expected or whether mid SAPS oils will (also) be accepted !

*) SAPS = Sulphated Ash, Phosphorous and Sulphur.