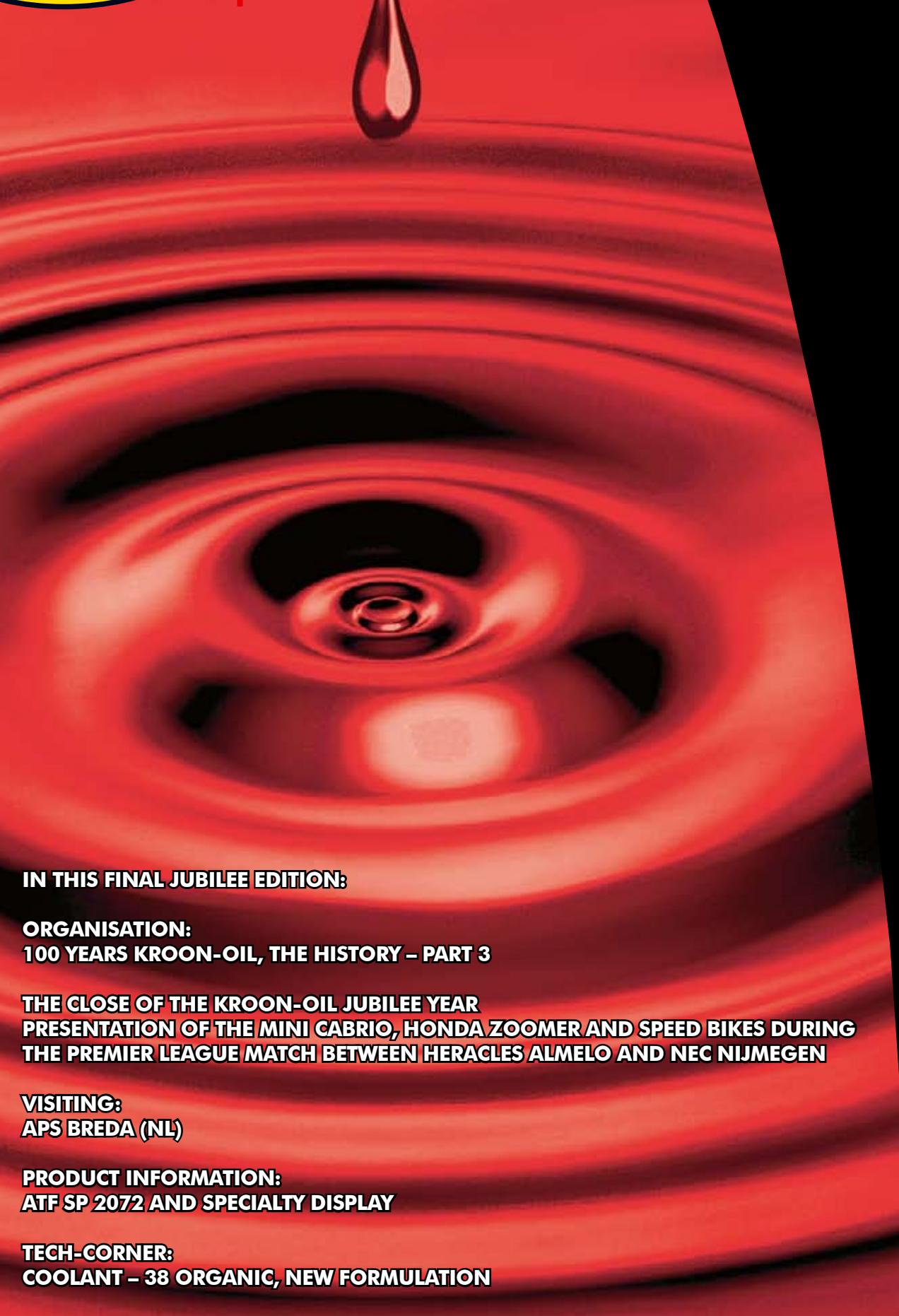


# LUBENVISION®



KROON-OIL MAGAZINE  
Edition april 2007

**1906 - 2006  
100 years Kroon-Oil**



**IN THIS FINAL JUBILEE EDITION:**

**ORGANISATION:**

**100 YEARS KROON-OIL, THE HISTORY – PART 3**

**THE CLOSE OF THE KROON-OIL JUBILEE YEAR**

**PRESENTATION OF THE MINI CABRIO, HONDA ZOOMER AND SPEED BIKES DURING  
THE PREMIER LEAGUE MATCH BETWEEN HERACLES ALMELO AND NEC NIJMEGEN**

**VISITING:**

**APS BREDA (NL)**

**PRODUCT INFORMATION:**

**ATF SP 2072 AND SPECIALTY DISPLAY**

**TECH-CORNER:**

**COOLANT – 38 ORGANIC, NEW FORMULATION**

## COLOPHON

Editorial Team:  
Hans Derkzen  
Jan Kramer  
Tom Bruggeman  
Coen van Wingerden

With special thanks to Ans Fikkert  
for her contribution in the article  
about the history of Kroon-Oil B.V.

Chief Editor  
Leon ten Hove

Artistic Composition and Design  
Leon ten Hove

Translations  
Ocke Schuttevaer

Comments and questions regarding this edition of LUBEVISION  
can be addressed to  
Lubevision@kroon-oil.nl

LUBEVISION is a publication of  
Kroon-Oil B.V.  
P.O.Box 149  
7600 AC Almelo  
Tel Int-31-546-818165  
E-mail: info@kroon-oil.nl  
Internet: www.kroon-oil.com

## In this LUBEVISION:

**FROM THE EDITOR:**  
Page 2

**ORGANISATION:**  
Page 3, 4 and 5  
**100 years Kroon-Oil history in writing and pictures, Part 3**

**PRESENTATION OF MINI CABRIO:**  
Page 6 and 7  
**During the Premier League match Heracles Almelo - NEC Nijmegen, the prizes were presented to the lucky winners**

**VISITING:**  
Page 8 and 9  
**APS Breda**

**PRODUCT INFORMATION:**  
Page 11  
**ATF SP 2072**  
**The Atlantic Family**

**TECH-CORNER:**  
Page 12 and 13  
**Coolant – 38**  
**New Formulation Specialty Display**

Dear LUBEVISION reader,

Are you curious to find out who has won the Mini Cabrio ? In that case look at page 6 and 7, where you will find a complete run down of the festivities and the presentation of the prizes, during the premier league football match between Heracles Almelo and NEC Nijmegen.



This festive occasion marked the end of a year which centred around the history of 100 years Kroon-Oil. In this LUBEVISION you will find part 3 of the Kroon-Oil history.

It is our objective to also make 2007 an action packed year !

In 2007 the "Autovak" exhibition will take place in the RAI building in Amsterdam. This is an exhibition of great importance for Kroon-Oil and we are planning a special equipment promotion during this fair. In addition a special edition of LUBEVISION will be prepared to keep all interested parties fully informed. Towards the end of the year we will take part in the special Agricultural Fair, which will this year be held in Leeuwarden in the north of our country.

In addition to the special promotions in connection with these fairs, we are planning some display promotions, which could also be of interest for our export markets.

The Kroon-Oil website will be changed to show a different appearance. We are also in the process to introduce an online order system, which will make it possible to place your orders via the website. Of course we will keep you informed about the developments.

Did you know that Kroon-Oil has decided to sponsor Récaro Bruins, who is a promising Dutch Formula 3 racing driver. He recently changed from the Renault championship to the German Formula 3 championship and will race on a new Formula 3 F305 chassis, powered by an Opel-Spiess engine. We have high expectations of this young and successful racing driver.

In short, enough exciting plans and prospects for 2007, which we look forward to achieve !

Leon ten Hove

Chief Editor



Kroon-Oil, sponsor of Récaro Bruins

>>> **100 years KROON-OIL <<<**

# 1906 - 2006 - the history, part 3



The Kroon-Oil buildings in 2007

## Period: Almelo ( 1973 – 2006)

*In this third and last part about its history, it becomes clear that Kroon-Oil captures an ever increasing part of the lubricants and specialties market and accordingly grows considerably.*

In 1978 Kroon-Oil decides to establish a Kroon-Oil company in Weer, near Innsbruck in Austria to service their already existing export customer and to develop new business opportunities in Austria. Two directors are appointed, Mr. W. Tschögele, who will run the Austrian operation and Mr. G.C.M. Vieleers, who was marketing manager of Kroon-Oil in the Netherlands at that time. A number of years ago, it was decided to wind down the Austrian company and instead Kroon-Oil now exports lubricants orders directly from Almelo to Austria on a weekly basis.

In 1978 Kroon-Oil introduces their CLEANSOL-concept during the agricultural exhibition in the RAI building in Amsterdam. The philosophy of the concept was (and still is) that we did not only sell a product but also a service to our customers, since Kroon-Oil took over the responsibility for the disposal of the chemical waste. One month after the exhibition we had sold 84 CLEANSOL units and by the end of 1978 we already had 416 CLEANSOL customers. The interest in the concept was (and still is) enormous.



In 1978 Kroon-Oil also starts another activity; D.P.I. (Dutch Packing Industry B.V.), which is a continuation of an aerosol company in Peize, in the north of the country. D.P.I. concentrates on the formulation and filling of aerosols, both for Kroon-Oil and third parties. The aerosol activities have now stopped for environmental reasons and the aerosols have been replaced by the pump-sprays concept, with an added advantage that each container can hold some 33% more active ingredients and operates without a propellant.



Peter Looijestein signs sponsor contract

To increase Kroon-Oil's reputation it was decided in the late 70's / early 80's to sponsor motor sport. This will give Kroon-Oil three advantages: - to increase brand recognition, - to test and prove the quality of Kroon-Oil products in field tests and – use the experience in the development of new products. The first motorcyclist who was sponsored, was



Henk Vink in "flaming action"

## >>> 100 years KROON-OIL <<<



Sponsor day during 75 years Kroon-Oil jubilee



Henk Vink, European Sprint record holder 1980. The results were excellent and an increasing number of motor racers became interested in Kroon-Oil and their products. This in turn resulted in a sponsorship of over 120 motor racers both in the Netherlands and other countries by 1980. On the occasion of Kroon-Oil's 75 year jubilee in 1981, a sponsor day was organized in the Kroon-Oil compound in Almelo.



75 years jubilee plate

On 12th September 1981 this jubilee was celebrated with the staff and old age pensioners.

In a similar way as with the CLEANSOL-concept, Kroon-Oil introduced in 1980 the "Bulk Lubricants Delivery System", which was developed for garages and workshops.

The promotion of the brand Kroon-Oil was intensified by the production and distribution of brochures, product leaflets and product packages for the motor car, motorcycle and the two-wheeler markets. For the commercial market, the MMS (Motor Safe System) was introduced which enabled the driver to keep a close watch on the engine condition.

Many Kroon-Oil dealers took advantage of the availability of the product display units to promote the sales of the wide range of Kroon-Oil products.

In 1982 the owner of Kroon-Oil at that time, Mr. W. van den Boom, entered into negotiations to sell the company which resulted in the sale of the company, effective 21-12-1982. Kroon-Oil continued under the same name, as part of a holding company: SOCAZ HOLDING B.V.



Tehaco product and packs

The production of paint and bituminous products was discontinued in 1983. Soon after this historic activity for many generations came to an end, Kroon-Oil started in the following year the marketing of industrial etching products to the stainless steel industry, the so-called "Tehaco" products.

During the mid 80's the marketing organisation consisted of 14 and some time later even 17 marketing districts. To economise on costs and for a number of other reasons the "Dealer Concept" was developed and introduced. This concept was the foundation of today's Kroon-Oil success in the Netherlands.



The CLEANSOL-concept, a success from day one

As a response to the increasing competition from the "do it yourself" market and the sale of private label lubricants by supermarkets and stores at very competitive prices, it was decided that Kroon-Oil would position themselves as a premium quality product in the middle bracket of the market. Our positioning as a premium brand, included the image of our organisation. Attention was paid to training of dealers and their staff, marketing support, advertising material, reliable delivery periods, fixed prices, etc. etc. In addition dealers had marked advantages over non Kroon-Oil dealers and we concentrated on "Wholesale Dealers and Car Parts Shops".

To increase the brand awareness of Kroon-

## >>> 100 years KROON-OIL <<<

Oil, radio and TV spots were introduced and a promotional film about Kroon-Oil was produced. In September 1986, the first TV spot was shown, which resulted in 27 new dealers by the end of that month ! The results were astonishing and very motivating for the marketing staff. By the end of that year we had 70 new dealers. It also proved that the price of the product is not the only criterion for customers to buy Kroon-Oil products; quality and service also influence to a large extend which product is chosen from the shelf and this philosophy still applies today!

In the following years, the dealer network was further extended and refined. Similar concepts were developed for the Two-Cycle, Agricultural and Industrial markets. Although not all concepts were successful, we succeeded to prove our role as a reliable partner and supplier of high quality products.

The product developments continue and over the years the range of products has been extended time and time again. By now Kroon-Oil markets a range of several hundred products, with applications in the automotive, industrial, two-cycle, agricultural and marine markets and with private individual end-users.

Kroon-Oil products are not only popular in the Netherlands, but also in an ever increasing number of export countries in the world.

To support the marketing activities, a special section "Marketing Support" has been established. When new products are introduced or product promotions are launched, the new support unit swings into action with promotional activities.

Kroon-Oil is also the first lubricants marketer with digital lubricants recommendations, which are available to their customers, both on CD-Rom and on-line. This special lubricants service has contributed to the sales

developments during the last 5 years, with annual sales increases ranging from 8 -18% per year !

In 1995 Kroon-Oil entered the Belgium market. The 10 years jubilee was celebrated with all Belgian Kroon-Oil dealers in 2005.

100 years Kroon-Oil is no small achievement, which we celebrated in an appropriate manner. For our customers we developed a number of promotions. One of them was the raffle with the Mini Cabrio as the first prize. For the staff, the jubilee was celebrated during an extended weekend in Belgium.

Kroon-Oil has developed itself during the past 100 years into a healthy and successful company with extremely motivated employees.

*In this and the previous two LUBEVISIONS we have told you about Kroon-Oil and its 100 years of history. From now on we are looking at the future. Our customers will take a key position in the developments which will take place within our organisation. After all, without you, we could not have been so successful during the past 100 years, and hence we look much forward to our customers continued support during the years ahead...*



*The modern automotive product range*



Since 1906

*Spectacular presentation of the major prizes  
during the Dutch Premier League football match.*

*Enthusiastic winners in the limelight...*

On Saturday, 20th January 2007, the hour had come... During the Dutch Premier League match Heracles Almelo – NEC Nijmegen, the winners of the Kroon-Oil jubilee promotion were announced. During the half time break of the match the winners stood on the field and were told which prize they had won...

During 2006 customers had been given the opportunity to enter the (scratch) code of the packing on the Kroon-Oil website and accordingly participate in the promotion.

The major prize winners had been invited to attend the match and over a snack and a drink they were called to the pitch.....

The winner of the first prize, the Mini Cabrio made a triumphal procession over the field as if he had just scored the winning goal. It transpired that he had been a loyal Kroon-Oil customer for many years, who buys his products from a Kroon-Oil dealer in Vlaardingen, near Rotterdam.

An excellent conclusion of an action packed jubilee year ! The notary had drawn the prizes and the corresponding winners during an official session on the 8th January.

**Below the major prize winners:**

1st Prize: **Mini Cabrio**, value EUR.30.000,- was won by Mr. R.J. Hos in Schiedam (near Rotterdam)

2nd Prize: **Honda Zoomer** Scooter, value EUR. 2.000,- was won by Mr. E. van Zoelen in Vlodrop (NL)

3rd and 4th Prize: **Speedbike**, won by Mr. J. Prins in Hellevoetsluis (NL) and Mr. A. van Breda, in Wijnegem (B)

*The 96 other prize winners have meanwhile been informed.*

*The tax levies which apply have been accepted by Kroon-Oil and will be paid accordingly.*

Kroon-Oil wish to thank all members of staff and others concerned who have contributed to this success and congratulates all winners once again with their prizes !





## >>> VISITING <<<

**APS has the full range of Kroon-Oil products on their shelves and accordingly APS can be the comprehensive and exclusive supplier to their Kroon-Oil customers. Lubricants supplies in bulk and the CLEANSOL concept support their activities and increase their growth potential.**

### **APS B.V. Breda**



Irrespective of heavy weather, the LUBEVISION interview takes place as planned ! Despite warnings on the radio not to travel, and to stay at home, we decide to travel south, destination: APS B.V. Breda.

We have arranged for an interview with Peter van Loenhout and Marco Brinkers. Both gentlemen have many years of work experience within the APS organisation. Marco joined APS some 10 years ago and started at the sales counter. He is now the manager of the car parts department. Peter started as the assistant purchasing manager and has risen to the position of general director / owner. Our interview takes us through the past, the present and the future, which both gentlemen view with optimism and with lots of plans.

#### **THE START**

In 1947 the Opel car dealer "Vriens" in Breda started to import car parts from the USA, hence the name "American Parts Services". Over the years the importance of American cars changed in favour of European cars. Accordingly the company adapted their activities to buy and sell European car parts and the name was shortened to "APS". The car parts were stored in the warehouses of Vriens. However, because the APS car parts sales continued to increase, it was decided to move the APS activities to another location. A workshop was added and it was decided to also start selling truck parts. A few years later a further expansion took place and two branches were added in Tilburg and Oosterhout respectively. In Tilburg an electro workshop was added and the sale of radio telephones. Subsequently the sale of car telephones was added. This combination proved to be a great success under the heading: "Mobile Communications", or as APS refers to this activity: "Everything which sends and receives and which is connected to the car".

In 1996 Peter van Loenhout, who was the director at the time, was given the opportunity to take over the APS activities from Vriens and in October of that year APS was bought by him together with Eduard Bogers and Hans van Baal. The three gentlemen continued the business full of enthusiasm and in May 1997 the first expansions take place and the (car-parts) companies "Lips and v.d. Corput" with head office in Breda and branches in Roosendaal and Bergen op Zoom are acquired. Later that year "Van der Velden Tyres" in Tilburg is also taken over and since that time APS also sells car tyres.

## >>> VISITING <<<

### REORGANISATION

Because APS grew in a relatively short time to 5 branch offices, time had come to rearrange the business. That reorganisation is still the basis of the present operation. In Breda the head office is established from where all activities are directed in all the branch offices: Car parts both for passenger cars and trucks, an electro-workshop, brake overhaul services, tyre services and the mobile communications. In Oosterhout and Roosendaal the emphasis is on passenger car parts and tyres. Tilburg and Bergen op Zoom are equipped with special workshops with the following specialities: Bergen op Zoom specializes in motor management and both branches concentrate on mobile communications. Both in terms of activities together with their extensive sales programme, it becomes clear that APS wants to be a total package supplier.



As a result of the mobile communications activities, the police is also one of their valued customers and accordingly it was decided to open an extra workshop in Den Bosch, purely focused on this activity. However, also in other branch offices it is possible to enter your car as a "normal car" and collect it, after the car has undergone a metamorphosis, as a "police car".

### THE FUTURE

APS has not yet reached all its goals, there are still many plans for the future, starting with an expansion of the tyre programme in Breda. This will result in larger stocks and greater availability. In time to come, the assortment of car parts will also be extended and more centralized. Improved availability is essential to meet and optimize the demand. From the offices in Breda, the branches are presently supplied 3 x per day.

APS also believes that there are growth opportunities in the truck world through improved services and speed of availability. In particular with car parts it is essential to closely follow the latest technical developments. The volume of standard parts, such as plugs and filters is reducing, due to reduced maintenance by the car dealers, but new specialized products are more frequently called for in connection with the motor management. It is therefore essential to follow the developments from close range, both in terms of knowledge as well as skills. For this reason APS invests in cooperation with suppliers and in training of their own staff as well as their customers. APS is a company which sells premium quality products, the so called "A-brands" and wishes to extend this quality aspect to their customers.

### APS AND KROON-OIL

Kroon-Oil fits well into the philosophy of APS. Service and advice take a central position in our way of thinking and we do not limit our interest to the distribution of our products, but also of our knowledge. We organize training sessions for our customers and use and recommend the (Kroon-Oil) recommendation programme on the website and CD-Rom. Peter van Loenhout and Marco Brinkers much appreciate the recommendation programme and recommend their staff and customers to make use of it. Since the requirements for lubricants continuously increase and also become more diverse, it becomes ever more important that workshops know which specific oil is recommended. APS clearly notices that they now sell oils which hitherto were not sold.

APS has expressed the wish to grow together with Kroon-Oil in connection with lubricants and APS is due to their extensive range of Kroon-Oil lubricants, already total-supplier for their customers. This philosophy is supported by the bulk lubricants supplies through APS and the CLEANSOL concept. In addition APS sees good prospects in the world of commercial vehicles. Also for those commercial vehicles, the correct lubricants recommendations become more and more important and also in this field the cooperation between APS and Kroon-Oil becomes more and more important.

In short APS continues to grow as a most enthusiastic company with lots of plans for the future. We are pleased that we can join and support APS in reaching their objectives !

After an extensive tour of the premises, it is time to face the weather and start our stormy return to Almelo...

## >>> PRODUCTUPDATE <<<

### ATF SP 2072, speciality for DSG-transmissions



In the previous edition of LUBEVISION we explained how essential it is to use the correct ATF lubricants and the rapid developments in this field. Those of us, who follow the technical developments should have heard about the new generation automatic DSG-transmissions developed by the Volkswagen Group (VAG). A technological tour de force with 6 gears and a double clutch unit, which finds its origin in the racing world. Volkswagen introduced this DSG-transmission towards the end of 2002 in the Golf R32 and since that date this "racy transmission" has found its way into the entire VAG-programme of VW, Audi, Seat and Skoda.

The DSG-transmissions become more and more popular and the earlier units are no longer under factory guarantee. For this reason it was decided to develop and introduce a special ATF for this application: KROON-OIL ATF SP 2072. A fully-synthetic ATF, specially developed for the DSG-transmissions of Volkswagen, Audi, Seat and Skoda. For the exact recommendations and applications, please refer to the Kroon-Oil website, [www.kroon-oil.nl](http://www.kroon-oil.nl)

ATF SP 2072 is available since mid February 2007 in 1 litre and 20 litre packs.

### THE ATLANTIC FAMILY

Four stroke outboard engines are continuously subject to corrosion effects of water. In addition such engines run for extended periods at high speed and high performance. This means that it is essential to lubricate such four stroke engines with an oil of the correct viscosity and to ensure that the oil gives maximum protection against corrosion and wear, under those operating conditions. Four stroke outboard engines therefore require a different type of oil than the motor oils used in automotive engines with regards corrosion protection and anti-wear properties.

For this reason the National Marine Manufacturers Association (NMMA) decided to develop the international FC-W (Four Cycle-Water) specification, specially for four stroke marine engines. During the development of this new FC-W specification, the NMMA has taken due notice of all additional requirements, which apply to four stroke outboard engines. Our new Kroon-Oil "Atlantic" Motor Oils have been specially developed to meet the latest FC-W requirements. For this reason we recommend Atlantic Motor Oils for use in modern high speed and heavily loaded four stroke outboard engines as well as high performance inboard (petrol) engines. Kroon-Oil Atlantic Motor Oils are now available in the following viscosities: SAE 10W-30 (1 litre pack, parts No.33435) and SAE 25W-40 (5 litre pack, parts No.33421)



## >>> TECH CORNER <<<

### Standard Cooling Fluid at a higher performance level now available under the name: Coolant – 38 Organic NF!

Today's cars should not drive without organic cooling fluids. With the Coolant SP-Line, we have had four fully organic cooling fluids in our range of products for several years. These top quality long life cooling fluids have both in terms of colour and specification been geared to meet the requirements of the most popular car brands of European cars. Despite this situation there is a continuing desire to offer one organic "one fits all" cooling fluid. To meet this requirement, we have increased the performance level of our standard Coolant – 38 , and which is now available under the name: "Coolant – 38 Organic NF".

Coolant – 38 Organic NF is a universal organic cooling fluid with a neutral, pale yellow colour and accordingly easy to mix with other colours. This new product will replace Coolant – 38, but serves as a supplement next to our top range Coolants in the SP range. In the table below we will try to clarify the position of Coolant – 38 Organic NF, and other Coolants in our SP range of products, all based on the ASTM D1384 wear / corrosion test.



	Brass	Copper	Solder	Steel	Cast iron	Aluminium
Limits ASTM D3306	10	10	30	10	10	30
BS-AFNOR (< 2 yrs)	2,2	2,1	6,0	0,9	0,5	12,3
Coolant –38 NF (< 3 yrs)	1,3	1,2	4,0	0,8	0,4	4,4
Coolant SP (> 6 yrs)	0,2	0,6	2,1	0	0	0,9
ASTM D1384 wear / corrosion test, loss in weight in mg after the test						

You will note that the loss in weight (read: wear) of Coolant – 38 Organic NF is performing considerably better than the standard BS-AFNOR quality product ( Coolant -26 and Coolant -38). It is also clear that Coolants of the SP line perform superior. Also for this reason Coolants of the SP range have a life cycle of minimum 6 years, the Coolant – 38 Organic NF a life cycle of minimum 3 years and the standard Coolants a life cycle of minimum 2 years. Below we give a summary of the most important properties of our present range of Coolants.

#### Characteristics Coolant – 38 Organic NF

- Organic Cooling Fluid (OAT)
- Corrosion Inhibitor package, although with a lower concentration than in the SP-line
- Meets the general BS Afnor 6580/92 and ASTM D3306 requirements, but without the expensive OEM-specifications
- Excellent protection against corrosion
- Maximum replacement period of 3 years
- Neutral, pale yellow colour, to ensure minimum colour change when mixed with other products
- Fully miscible with other organic coolants
- In case of traditional coolants, containing silicates (Coolant – 26 and Coolant – 38) it is recommended to completely change the coolant to Coolant – 38 Organic NF
- Competitively priced product with an excellent price / quality ratio

continuation from page 11

### Characteristics Coolants SP-Line

- Organic Cooling Fluid (OAT)
- Optimized corrosion inhibitor package, to meet maximum quality of OEM-specifications
- Superior protection against corrosion
- Minimum replacement period of 6 years, some OEM's even support replacement after 10 years
- Specific OEM colours
- Fully miscible with other organic cooling fluids
- In case of traditional coolants, containing silicates (Coolant - 26 and Coolant - 38) it is recommended to completely change the coolant
- This is the only suitable alternative when OEM quality is required, which is the case with new cars under warranty



### Characteristics Coolant - 26

- Traditional inorganic coolant, containing silicates
- Standard BS Afnor 6580/92
- Good protection against corrosion
- Maximum replacement period of 2 years
- Well known dark blue / green colour
- "Fighting grade"

## SPECIALITIES



Contains the basic range of frequently used special products

With the assistance of the Kroon-Oil lubricants recommendations programme (on [www.kroon-oil.com](http://www.kroon-oil.com) and on CD-Rom) it is easy to select the right lubricant

You benefit from the Kroon-Oil lubricants specialist

Your stocks can be easily and quickly replenished

You can extend the range of products according to your own wishes

All your Kroon-Oil lubricants are together and conveniently arranged

## DISPLAY DISPLAY

Almost all car manufacturers recommend special and unique lubricants. There is a reason for...

The importance of using the correct lubricant has been proven time and time again. Avoid expensive damage through the use of the wrong lubricant and advise your customers professionally and correctly and increase your turn-over. You also want to be a specialist!

Further information is available by sending us an e-mail:  
[info@kroon-oil.nl](mailto:info@kroon-oil.nl)

