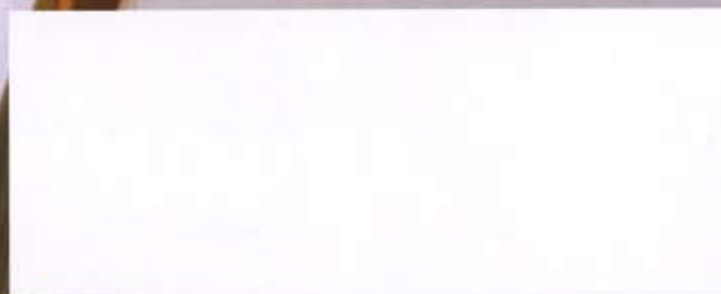


OCTOBER 2010 VOL. 16 ISSUE 10

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Smitty's new lab

Continued from page 54

Smitty's products include motor oils, gear oils, hydraulic and transmission fluids, and others. The company added that it also has started manufacturing grease in Roseland.

Berenfield Starts to Rebuild

Bouncing back from a fire which last year damaged its factory in nearby Clarendon, Berenfield Containers has purchased a 112,000 sq.ft. facility in Warren, Pa., to produce new steel drums for lubricants and chemicals. The primary appeal of the new facility was the location, size and configuration of its building, "as well as it being readily available," said Len Berenfield, CEO and president. He said the former Rexnord facility will get a multi-million-dollar refurbishing, including new loading docks, a new roadway to serve the steel storage bay, and extensive driveway and dock paving. "Inside this facility, all styles of 55-gallon steel drums will be produced on a new, highly automated production line that includes a state-of-the-art painting and lining sys-

tem," he added.

Berenfield Containers had manufactured steel drums in Clarendon, Pa., since 1947 but fire destroyed the main portion of that plant in July 2009.

Kroff Enters MWF Field

Water treatment supplier Kroff has launched a new player in metalworking fluids: Kroff Process Technologies will supply fluids to the primary metals, automotive and durable goods industries. The Pittsburgh-based KPT plans to compete nationally with a full line of fluids, it says, serving the market from fabrication through finishing.

According to David Sunderlik, Midwest area business manager for both Kroff and KPT, Kroff is a classic water treatment company in primary metals. Its customers regularly asked Kroff to screen the metalworking fluids coming into their plants, which led to the new venture. It will use toll blenders to make its formulations, and may offer chemical management services as well.

Despite the recession, Sunderlik said, "in metalworking fluids we saw great opportunities. With so much

Continued on page 58

Continued from page 56

consolidation, sometimes customers suffered, especially with levels of service and product availability."

BASF Again Signs Monson

BASF has selected Monson Companies to distribute its polyalkylene glycols in the U.S. lubricants market, covering more than 50 products. "The products encompass their whole PAG line for synthetic

lubricants, and that includes their PAG base stocks, what they call thickeners, concentrates and their finished lubricant product line," said Doug Hiple, Monson's industry manager for lubricants and metalworking.

This broadens an existing relationship between Leominster, Mass.-based Monson and Germany's BASF. Monson also distributes lubricant additives from Ciba, which became part of BASF in 2009.



Eye candy at Citgo fast lubes.

New Look for Citgo Stores

Citgo is refreshing its street image for lubricant marketers and retailers. The company said the new design features a fresh contemporary look, while buffing up its famous red "trimark."

For Citgo branded locations, the redesign covers the canopy, pumps and buildings. The new design was unveiled last month, and will be established across all 6,500 locally owned gasoline stations, plus 200 fast-lube stations, beginning Jan. 1. Citgo aims to roll out the design to all locations over a few years, providing support to marketers and retailers to cover the cost of materials and installations.

Graham Buys Liquid Container

York, Pa.-based Graham Packaging Co. has agreed to buy Liquid Container L.P., which operates 14 U.S. blowmolded plastic container plants, for \$568 million. Graham is a leading supplier of plastic containers to the lubricants industry, with customers including Castrol, Chevron, Valvoline, Shell, 76 Lubricants, Petrobras and Petro-Canada. Liquid Container, based in the Chicago area, supplies motor oil bottles to lubricant and automotive chemical marketers; however, close to 80 percent of its unit sales go to customers in the food industry.

Palmer Holland Acquires Triad

Extending its footprint into the lubricant and metalworking fluid markets of the southern United States, specialty chemical distributor



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