**PRESS RELEASE**

FUCHS’ new sustainable automotive small packs are easy on the environment

**14 March 2022:** The new small packs for the automotive sector introduced globally by the FUCHS Group at the end of last year not only feature easily recognisable labels and images, pictographs, and colour codes to help customers select the correct oil, with an optimised bottle shape with a longer neck for smoother pouring, they also use recycled materials for reduced environmental impact.

“By choosing products in our new bottles, our customers reduce waste and their own carbon footprint,” comments [FUCHS LUBRICANTS SOUTH AFRICA](http://www.fuchs.com/za) Sales Director **Andrew Cowling**. The new bottles contain at least 30% post-consumer recycled (PCR) content and are 100% recyclable, while the lubricants themselves are produced in CO2-neutral plants. This is in line with the FUCHS Group’s sustainability strategy aimed at carbon neutrality based on the ‘avoid, reduce, compensate’ principle. The strategy has been under development for a decade.

“Our new small packs are not just intended to be more user-friendly, but also contribute to avoid waste and enable materials to be recycled to reduce carbon footprints. We will continue to strive to make our packaging even more sustainable in future,” says FUCHS Group Vice President Sustainability **Markus Garb**.

The range of lubricants available in the automotive sector is enormous, making it increasingly difficult for customers to select the correct product for a specific application. “The redesign of our small packs and labels give you the best possible orientation and guidance. Choosing the right oil has never been easier, especially as our brand promise is that you always find the perfect high-quality oil for your vehicle,” highlights Cowling.

The global campaign to repackage the FUCHS core automotive brands into a unified range in line with the entire group product line, including TITAN, AGRIFARM and MAINTAIN, was rolled out in mid-November 2021. Locally, the well-known William Penn range is also being harmonised into the TITAN range. This means that the William Penn brand now becomes aligned with the global FUCHS naming conventions.

“It is important to note that the William Penn brand is not being discontinued. It will still be on the shelf as a premium product with the same grade formulation that customers have come to appreciate, but as a FUCHS brand,” stresses Cowling.

“We now have the capability to focus all of our marketing efforts on a unified brand, which is important to ensure that the market is not confused as to precisely what products we have on the shelf. In terms of William Penn specifically, this is a transformation rather than a discontinuation of the brand.”

The automotive small packs and labels positioning the new FUCHS bottles as being easily recognisable and making filling up that much easier are predicated on the three main principles of visibility, practicability, and sustainability. This is further refined in the three main concepts of ‘Easy to choose’, ‘Easy to use’ and ‘Easy on the environment’. “In addition, the redesigned bottles give customers peace of mind that they are buying an original FUCHS product with German technology,” concludes Cowling.

***Ends***

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**Notes to the Editor**To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the FUCHS LUBRICANTS SOUTH AFRICA link to view its press office.

**About FUCHS**  
FUCHS develops, produces, and markets high-grade lubricants and related specialties for virtually all industries and areas of application. The company, which was founded in Mannheim in 1931, employs around 6 000 people worldwide at 58 operating companies. FUCHS is the world’s largest independent lubricant manufacturer. The most important markets in terms of sales revenue are Western Europe, Asia, and North America.

FUCHS has more than 100 000 customers from the following industries: Automotive suppliers, OEMs, mining and exploration, metalworking, agriculture and forestry, aerospace, power generation, mechanical engineering, construction and transport, steel, metal and cement, food, glass production, casting, forging industry and many others.

In close contact with its customers, FUCHS develops holistic, innovative, and custom-made solutions for the most diverse applications. As a lubricant manufacturer, FUCHS stands for performance and sustainability, safety, reliability, efficiency, and cost-savings. FUCHS represents a promise: Technology that pays back.

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