

# Our Brand

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MAINTAIN  
THE THINGS  
WE VALUE...

WHILE MAKING  
THE WORLD A  
CLEANER PLACE



*"Develop fluids that preserve the lifetime and performance of everyone's valuable equipment and vehicles, while actively contributing to a cleaner and more sustainable planet."*

*Dyade Lubricants, Mission Statement* 

# WELCOME..

## TO DYADE

We produce lubricants and greases designed to optimally maintain machinery and vehicles all around the world. We want to be the pioneering force that transforms the current industry by setting the highest standard for quality and environmental responsibility. Together we create a promising future in which the maintenance of our equipment & vehicles harmonizes seamlessly with our commitment to a cleaner and greener world.

Our customers trust our products to maintain their valuable equipment and at the same time, the environment in which their equipment operates. They trust Dyade's consistent delivery of the latest developed products. All partners value our quality, trustworthiness and the innovation we bring to the traditional lubricants market as a European brand. Together with our team of specialists and our clients, we are part of a community in which we all feel empowered to change the current branche.

With every product we develop and every drop we sell, we strengthen our community. We extend the lifetime of your equipment and improve your performances.

We are Dyade, and we are here to:

MAINTAIN THE THINGS WE VALUE!  
*While making the world a cleaner place*



READ MORE ABOUT US



“ MAINTAIN  
THE THINGS  
WE VALUE

*WHILE MAKING THE WORLD A CLEANER PLACE*





# A BRAND..

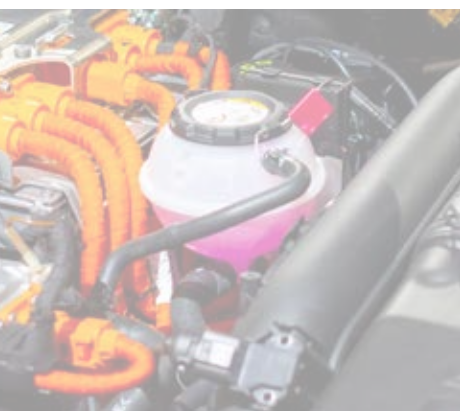
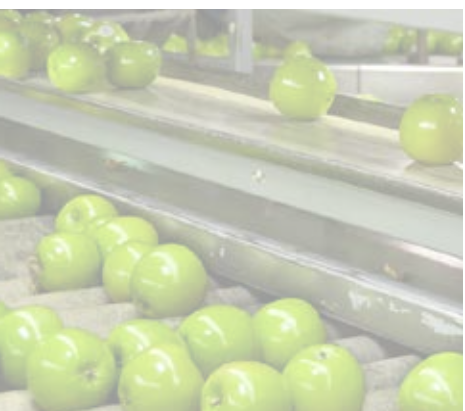
DEVELOPED TO RADICALLY IMPROVE THE FUTURE OF LUBRICANTS

## OUR NAME IS DYADE

Our brand has a symbolic meaning. The word “DYAD” was our inspiration. It states the relationship between two entities. It represents the powerful connection from us to you, as a valued customer or trusted supplier. And above all it represents the environment we all share.

The “E” in Dyade serves as a vital reminder of our commitment to the environment. It serves as a vital reminder of our commitment to a greener world. It runs through everything we do and everything we feel. It is a symbol of our pledge to incorporate sustainability into every aspect of our work. From product development, to distribution.

Welcome to Dyade. Where the connection between you, us and the environment fuels our mission to “Maintain the things we Value”. Together we are shaping the future of lubrication.”



We  
**Empower People**  
To reach their full potential

We believe in empowering our employees, customers and communities. By providing the best tools, resources and support we help you reach your full potential. This way all stakeholders get control of their own success and optimized performances. Together we make meaningful impact. Because we believe that by having a community like ours, with empowered people, we are all able to outperform others.

We  
**Show Emphaty**  
And create communities

Empathy is a cornerstone of our corporate culture. We understand that effective communication and relationships are built on the ability to understand and share feelings. Of ourselves and others. At Dyade we've created a work environment where all individuals are treated with kindness, compassion and understanding. It's a place where diversity and inclusion are celebrated. By having empathy towards our employees, customers, partners and communities we create stronger, more sustainable and meaningful connections.

We  
**Focus on Sustainability**  
All the time

We believe in the importance of sustainability as a key drive of long-term success. We are committed to minimizing our environmental impact and promoting sustainable practices in all aspects of our operations. This includes utilizing renewable resources and reducing waste. But also implementing efficient processes to conserve energy and reduce emissions. At Dyade we strive to make a positive impact on all communities in which we operate. Together we build great companies that we can leave to future generations. By embracing sustainability as a core value, we aim to create a better future for everyone!

We  
**Adapt to Change**  
To create amazing sector innovations

We recognize that success requires the ability to adapt to change. That's why we value flexibility as a core aspect of our corporate culture. We encourage our employees to think creatively, embrace new challenges, and be open to new ideas and perspectives. We understand that our business environment is constantly evolving and that success requires the ability to adapt and respond quickly to new opportunities and challenges. By fostering a flexible work environment, we ensure that Dyade Lubricants remains at the forefront of innovation and progress.

We  
**Be(come) Knowledgable**  
To stay ahead of the curve

We place a high value on knowledge and expertise. We understand that the ability to make informed decisions, solve complex problems, and drive progress requires a deep understanding of our industry and our customers' needs. That's why we are committed creating a culture of continuous learning and development. We invest in our employees' professional growth, and encourage them to expand their skills, knowledge, and expertise through training, education, and collaboration. By prioritizing knowledge and expertise, we ensure that Dyade Lubricants remains a leader in our industry and delivers value to our customers and stakeholders.

We  
**Embrace Ownership**  
And always keep improving

We envision a culture where Ownership is deeply embedded in our DNA. We believe that taking Ownership means taking responsibility, not just for our individual actions, but for the success of our company as a whole. We see a future where every member of our team approaches their work with a sense of ownership, actively seeking out ways to improve processes, products, and services. We believe that by empowering our employees to take ownership of their work, we will create a culture of accountability, transparency, and continuous improvement.

# VALUES..

THAT MAKE US PIONEERS IN THE  
INDUSTRY

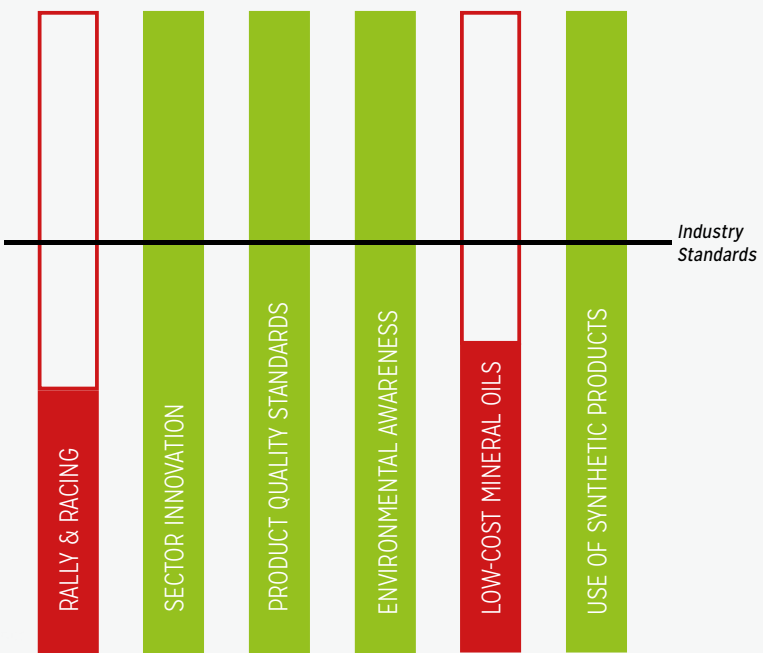


**DYADE**  
LUBRICANTS



# OUR 6

## LIFETIME GOALS



### We dare to make decisions

At Dyade we firmly believe that true excellence emerges when we make equally important choices about what we will and won't do. You will not find us at rally racing sponsorships or monster truck events. You will not find us supplying cheap, short-lived mineral-based lubricants either. The choices we dare to make, are what gives us the power to be a pioneer in our market. We dare to achieve our goals differently. Our unwavering focus is on reshaping the landscape of our industry. What we do with passion and while making the world a cleaner place.

1

### 90% of our product portfolio based on synthetic lubricants

Our aim is to consistently increase the use of synthetic compinents in our products. Our ultimate goal is reaching a 90% utilization rate of synthetic ingredients. This way we replace current low-cost mineral based products with longlife synthetic products, that set new standards in lubricants.

2

### 100% of our packaging contain recycled materials

We consistently reduce our ecological footprint and operate as a model of environmental responsibility in our industry. We minimize waste, carbon emissions, and promote the use of environmentally friendly ingredients and packaging materials. This is how we take responsibility for the world we live in.

3

### Double equipment lifetime compared to our competitor products

Extending equipment lifetime is one of the main challenges for our customers. We want to earn and maintain their trust by creating high-quality products, with which we improve equipment lifetime. Up to twice as long!

4

### 100% use of foodgrade & biodegradable lubricants if possible

With our food-grade and biodegradable products, we set new industry standards in lubrication. Our aim is to inspire and renew the whole industry, by promoting a future where performance and sustainability go hand in hand.

5

### Lead the transformation of the whole lubricants industry

As pioneers it is our goal to lead the transformation of the lubricant sector. We want to accomplish industry-wide change and set new standards. It is our dream to create a market which is durable for our people equipment, and planet.

6

### Fully implement our E-LUB program worldwide

Our E-LUB program is developed to actively support and initiate environmental cleanup. It is our goal to create aa meaningful and lasting positive impact on our world's climatic challenges.

*"We can't eliminate friction itself. But we do have the power to create top-tier, environmentally conscious product lines. With products that stand the test of time, all meeting our highest quality standards. While maintaining the things we value!"*



# PRODUCTS..

THAT MAKE THE DIFFERENCE

## T-MOBILITY FLUIDS

We focus on synthetic maintenance fluids in the T-MOBILITY (traditional combustion engine mobility) sector. Our wide range of engine oils, gear oils, automatic transmission fluids, brake fluids and coolants enables us to maintain many vehicles in the market.

## E-MOBILITY Fluids

We are pioneer in developing synthetic fluids for the E-MOBILITY sector. Products specifically developed for Hybrid vehicles and full electrical vehicles in the PCMO, HDO, Agriculture and Construction market.

## Industrial Fluids

We have over 1200 fluids to fully support industrial segments like; Forestry, Glass, Metalworking, Mining, Paper, Power Generation, Windpower, Marine, Rail, Rubber & Plastic, Sugar, Steel and Textile industries.

## Biological & Biodegradable Fluids

We have developed a range of Biological and Biodegradable fluids that are used in Forestry, Industry, Marine, Mobility and Agriculture sectors.

## Food Grade Fluids

We have a specific Food Grade Fluid assortment that contains a full portfolio of lubricants and greases that can be used in food-processing. Our NSF, Kosher and Halal approved products ensure equipment can perform and meet the strict regulations.

## Cleaning Fluids

We have developed a range of highly concentrated additives, cleaners and chemicals for the automotive and industrial industry in order to maintain equipment and extend equipment lifetime and looks.



AGRICULTURE & FARMING



GREASES



METALWORKING



AUTOMOTIVE CLEANERS



COOLANTS / ANTI-FREEZE



PASSENGER CARS



REFRIGERATION



HYDRAULIC OILS



COMPRESSOR & VACUUMPUMP



GEAR OILS



HEAVY DUTY



MARINE



PASTES



ANTI-RUS PREVENTATIVES



SPRAYS



MOTORCYCLE



CHECK OUT  
OUR PRODUCTS



CHAIN OILS



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