

# A BETTER CLASS OF OIL FOR OVER 90 YEARS...

**LES MECOLES:  
1926 - 1979**



From small beginnings in 1926, Les Mecoles, 16 years old, founded Penrite Oil Company from his parents' home in St.Kilda, Melbourne, Australia. The first batches of oil were made on his mother's kitchen stove and delivered to service stations, milling factories and the local shipping port using his father's wheelbarrow.

Oils were manufactured from the highest quality lubricants from Pennsylvania (PEN) base stocks, regarded at the time as the best in the world. Only the right oils (RITE) would ever be sold to local customers, hence PENRITE, with its unique name gained trust and respect amongst many. As the business began to grow, a new blending facility was built in Richmond.

After several years, Penrite again moved to Abbotsford. Penrite was experiencing further growth as Melbourne and regional Victoria grew in population and the road and railway network expanded across Australia. New automotive products were introduced including batteries and oil filters.



**PACKAGING & BLENDING PLANT**

**JOHN DYMOND (AKA "JD"):  
1979 - 2006**



In 1965, Penrite again was forced to move to nearby East Brunswick as the Abbotsford site was purchased by the Victorian Government to make way for the newly commissioned Eastern Freeway. The business continued to grow, but in 1979, Les Mecoles, suffering from poor health, sold the company to John and Margaret Dymond.

John served a 7 year apprenticeship at Vauxhall Motors, Luton, (starting work), at the age of 16 years. He obtained a Mechanical Engineering Degree at night school. Whilst at Vauxhall he became a draughtsman, specialising in the design of gearboxes. Moving to Melbourne in March 1958, he took up a position with BP Australia, in the Technical Department.

During this time he assisted in the development of lubricants for the harsh climates of Malaysia, Papua New Guinea and Northern Australia. In 1968, a vacancy occurred at Lubrizol Australia, an American international additive producer. John took this opportunity to become involved in the additive industry which was becoming an important part of lubricant production.

John's 20 years experience in, not only the oil industry, but also the additive market gave him the background and knowledge he needed to take up the challenge of his own company, PENRITE OIL.



**EAST BRUNSWICK HEAD OFFICE**



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## THE GROWTH OF THE BRAND

In 1981, Penrite launched a new range of premium multi-grade engine oils known as HPR (High Performance Range), identified to solve automotive oil consumption problems and tailored for the local, harsh Australian driving conditions. Other products introduced included 10 Tenths racing oils for classic and modern cars, motorcycles plus heavy duty engine oils, gear oils and transmission fluids.

Penrite continued to grow and expand, opening up new distribution channels and market segments. A second blending facility was opened in Brisbane, soon followed by new warehousing in Perth, Adelaide, Hobart, Sydney and Darwin. Exports commenced in New Zealand, Southeast Asia, America, UK and Europe. New smaller pack sizes for the DIY (Do-It-Yourself) market were introduced complementing the traditional DIFM (Do-It-For-Me) market of the 44 gallon drum.



In 1997, the existing blending facility in Melbourne could no longer keep up with the demand and was relocated to Wantirna South in Melbourne's east and soon after, the Brisbane site was also relocated to a larger premises in Crestmead. Further product ranges were introduced including Everyday and Enviro+, driven by the goal to develop the right product for every application.

Today, Penrite continues to be 100% Australian owned and managed by Toby and Nigel Dymond from Melbourne, continuing on the core values and philosophy of the business.

## IN MEMORY OF MARK DYMOND: 1959 - 2002



Mark, the eldest of John's 9 children, joined his father at Penrite, in the early 80's. He was an extremely capable man and like everybody at Penrite at that time, performed a variety of tasks, including the maintenance of the plant and construction of the first filling machine. He oversaw the company's interstate expansion and when the East Brunswick plant was outgrown, he supervised the building of the Wantirna plant. Mark established Penrite's presence at the race track, frequently on the podium at historic car and motorcycle events.

Sadly, he lost his battle with cancer in 2002. His contribution and legacy to Penrite will always be remembered.



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## LOGO HISTORY



1930's



1950's



1960's



1980's



1990's

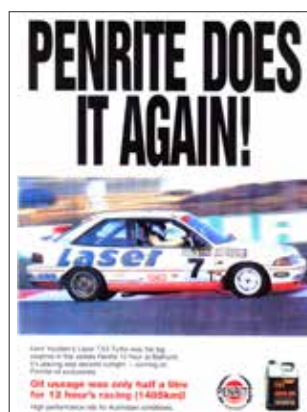
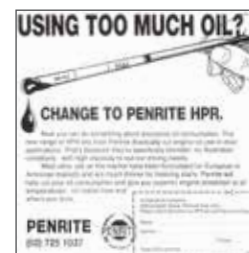


2000's

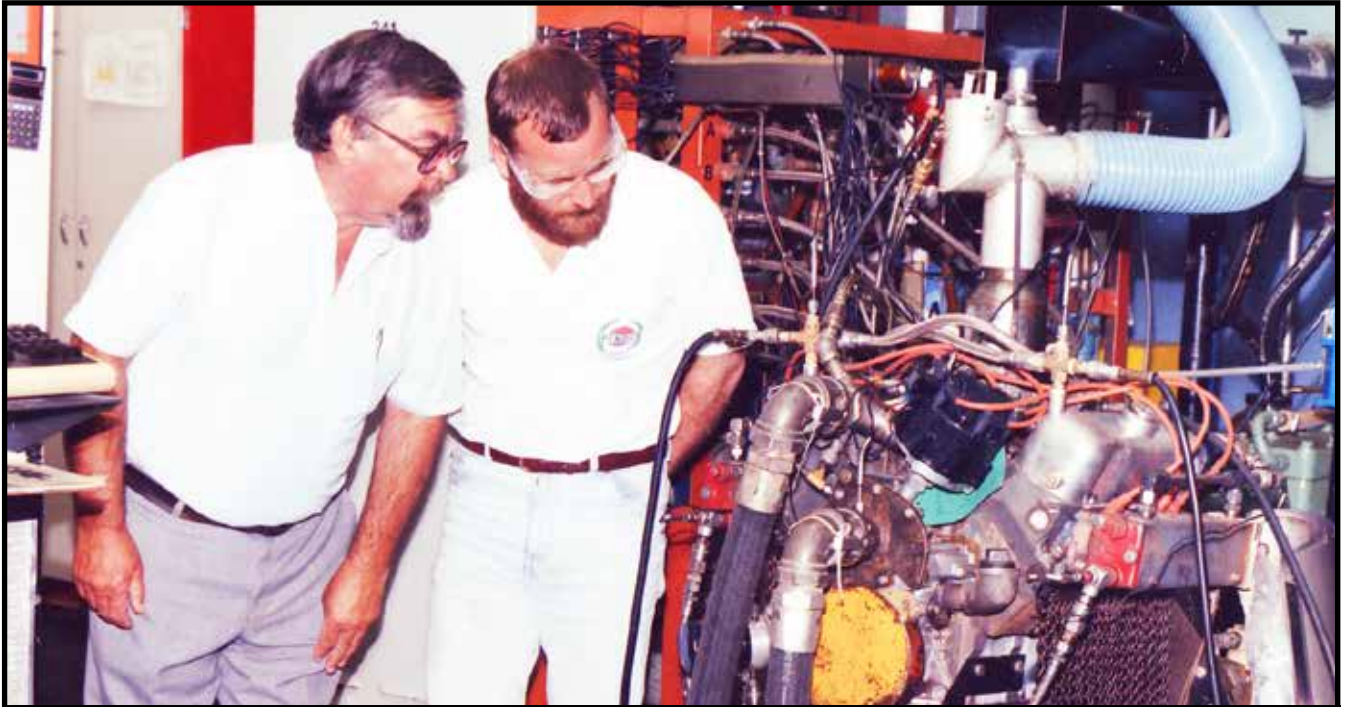


Current

## EARLY ADVERTISING MATERIAL







**JOHN & MARK DYMOND**

# A MESSAGE FROM THE GENERAL MANAGERS

## **NIGEL DYMOND: General Manager - Operations**



I started at Penrite in 1981, two years after John and Margaret bought the business, working in production. Here I learnt and understood very quickly that product quality and innovation was indeed the foundation of Penrite's philosophy. Working in production was not my destiny, so I went back to university and obtained a Bachelor Degree in accounting.

When I returned, I began to apply my learnings. I shared a small office with John. We didn't have much office space in those days, so John was up the front and I was out the back.

I heard him talk a lot about many things including product quality, product innovation and the importance of listening to the customer. I like to think I learnt a lot from those days! Not only was the quality of the product important but equally the necessity to provide exceptional customer service.

I like to think that the many years of service has imbedded the qualities John brought to the business; the importance of a quality product, to be a fearless innovator, to work with customers and to work with integrity.

With such a sound base, I am really looking forward to the future. Our plans to take the organisation and products into more countries and industries are truly exciting.



**JOHN, NIGEL & MARK DYMOND**



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**TOBY DYMOND:  
General Manager - Sales & Marketing**



I followed in the footsteps of my late father, John, and studied Mechanical Engineering in Melbourne. After receiving my degree, I was employed as a Design Engineer for General Motors. During this time, I continued studying, receiving a Masters of Business Administration (MBA).

Utilising my qualifications, I travelled internationally working for a number of blue chip insurance companies and banks.

I joined Penrite in 2011, as General Manager - Sales & Marketing, committed to our on-going success in R&D, product innovation, manufacturing quality products and working closely with customers. We have always had the philosophy to solve problems, develop solutions and completely satisfy our customers and that will continue under my leadership. I enjoy working closely with our customers and staff. I regularly visit customer retail stores and mechanical workshops in regional and metro townships to receive feedback as to how we can improve.

We also have an engaged and passionate workforce that helps drive our daily successes and long term vision for the business. I am a big believer in staff and customer training including technical education.



Outside work, I enjoy spending time with my family and being involved in motorsport. I continue to ride motorcycles and participate in car racing events throughout Australia.



**THE DYMOND FAMILY**



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# THE PENRITE TEAM

Penrite has over 150+ staff across Australia, New Zealand and Europe, and more than 29 of those have over 15 years of loyal service. Penrite is proud to be an employer of choice with employee satisfaction rates above 96%.



**THE SALES DEVELOPMENT TEAM**

## **TONY LOBOSCO: Sales Development Manager**



I joined Penrite in January 1975 and it was my first and only job. I started as a Storeman / Delivery Driver in Melbourne, driving an old 1963 Bedford truck. It had no tailgate lift, so every 44 gallon drum had to be rolled off the back of the truck onto an old truck tyre. After a few years, I traded in my overalls for a clean shirt and tie and moved into sales. The sales car was a brand new 1978 Cortina that Les Mecoles won in a local raffle and I travelled all over Victoria to service and find new customers.

In 1979, John and Margaret Dymond purchased the business from Les Mecoles retaining all 6 existing staff members. I was John's right hand man and I worked closely with him to develop and market some new products. We changed GT50 to HPR 50, GT30 to HPR 30 and introduced HPR Turbo, HPR Diesel, HPR GAS plus we painted all our 44 gallon drums to a single blue colour.

Retail packaging was then introduced in the mid 1980's and it had immediate success in many small independent service stations and retail stores. The packaging was unique at the time with a gold metallic label on the bottle. The labels were simple in design but had a clear message that all products were Australian made and owned, which was a key point of difference at the time. I spent time labelling and packaging oil with my family to help out when we were busy so we could get the product to the customer on time.

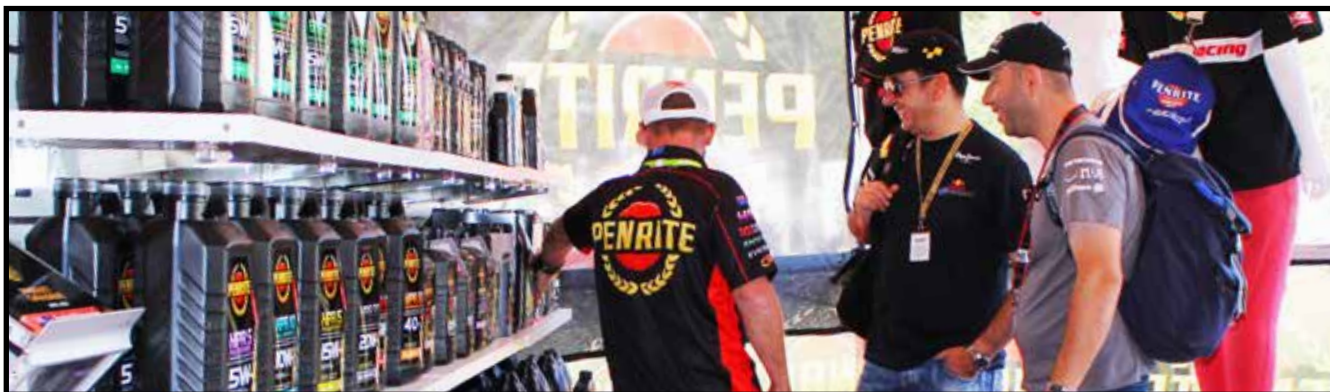
Throughout the 1990's and 2000's, the biggest change to my job has been the introduction of new technology with faxes, mobile phones, emails and social media. Technology has changed how we process sales orders or how we market the business but I still love my trusted pen and notepad. All my orders still go into the notepad when I visit my customers and they all joke that this my version of the latest iPad technology.

I am very thankful to my loyal customers who have supported Penrite over the 40+ years. The market continues to evolve but I still love working each day with my customers to make them successful.



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**BILL COOPER:**  
Sales Development Manager



I joined Penrite in 1986 as a Storeman in Brisbane. I was their first full time employee in Queensland and soon after, moved into production to build a new blending plant in Beenleigh with the late Mark Dymond. After building the plant, I was taught by John Dymond how to blend products and the importance of using quality additives and base oils.

With Penrite's growth in Queensland, more staff were employed and I moved into sales in the 1990's. I loved doing all the technical calls, customer service and sales but best of all was driving my VS Commodore.

The product mix has certainly changed over the many years as the car parc continues to diversify from the big V8 engines made in Australia to the smaller 4 cylinder engines made in America, Asia or Europe. I remember the biggest selling product was the heavy HPR 50 (40-70) but now it's certainly the lighter weight HPR 5 (5W-40).

We now sell a full range of speciality products in addition to our great range of engine oils. I am passionate about selling products that are trusted to solve problems and meet customer servicing and warranty requirements. We offer the best range of OEM warranty approved coolants, fuel additives and treatments, greases, power steering and suspension fluids in the industry.

I am proud that Penrite products are Australian made and owned and so are my customers. It's great to see manufacturing kept in Australia and we are employing so many people. It's a privilege to work here and I'm proud of what we have achieved collectively now and into the future.

**TONY ANTZAKAS:**  
Delivery Driver



I joined Penrite in 1993 as a Delivery Driver in the Melbourne area. It's amazing to see that I am servicing the same customers that I did when I first started. It's a true testament to the type of company we are.

In the early days, the major deliveries were all in large drums, but now it's a real mix of small and large drums as the customer's needs change. The number and types of cars on the road is always increasing and I see this everyday as I'm typically stuck in traffic behind them!

I get a lot of pleasure working with customers and I feel they are like family now. I love representing the brand and I feel very much a part of the success of Penrite now and into the future.



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**1963 AC ACE RUDDSPED SPORTS**

**KEN BEDGOOD:  
Penrite Racing Team**



I joined Penrite in 1991 to work with Mark and John Dymond restoring their private classic car and motorcycle collection that had been built up over the many years.

John had a keen eye for classic cars and knew a good car when he saw it. The collection can be traced back to John's early adulthood days in England where he would visit Formula 1 and Hill Climbing circuits in the 1950's including Silverstone, Brands Hatch and Shelsley Walsh. Shelsley Walsh is the world's oldest operational

motorsport venue and John even named one of his classic oils - Shelsley after the famous venue. He loved motorsport and going on weekends to see famous drivers like Sir Jack Brabham and Sterling Moss; watching engineers and mechanics working on race and sports cars including Alfa Romeo, Ferrari, Lola, Lotus, AC, MG, Frazer Nash, Triumph, Bentley, Aston Martin and many more.



John, as a Mechanical Engineer, designed gearboxes and engines for Vauxhall, hence his passion for Vauxhall. When he moved to Australia with Margaret, he fell in love with the race and hill climbing circuits in Australia and New Zealand including Philip Island, Rob Roy and Teretonga. He had great respect for the Australian designed and manufactured Cheetah and Elfin Sports and Racing cars, so he had to have a few of those in the collection.

John was very well respected within the classic and automotive scene. He believed race and sports cars should be enjoyed and used as they were intended



**1960 MK1 LOLA SPORTS**



**1934 FRAZER NASH**







**1983 MK 8 CHEETAH FORMULA ATLANTIC**

to be designed. There are over 10 original race cars in the collection that are used in classic racing events throughout Australia under Team Penrite including a 1960 MK1 Lola Sports 1220cc, 1966 BT16 Brabham 1600cc, 1970 Elfin 600 Repco Brabham V8 2500cc, 1983 MK 8 Cheetah Formula Atlantic 1600cc and an Elfin Sports Clubman. There is also a collection of original classic motorcycles and cars for touring including a 1914 FN Single Cylinder, 1970 Petty Manx 500cc Norton, 1951 500cc BSA, 1922 Vauxhall 30/98 4500cc, 1938 BMW 328 Sports 2000cc, 1959 Aston Martin DB4 Coupe 4200cc and 1963 AC Ace Ruddspeed Sports 2600cc.

The AC (Auto Carriers) Ace is a favourite amongst the collection and is one of only 37 ever built. Designed with a 2.6L Ford Zephyr engine and tuned by AC works driver Ken Rudd, it is the rarest of the three different engines fitted for the AC Ace. It is often referred to as a crossover car between the original AC Ace and the Shelby Cobra that was designed to compete with the Chevrolet Corvette.

Our passion for classic cars and motorcycles is one of the major reasons why we still continue to develop and produce the most extensive range of engine oils and speciality products for classic applications. These oils are often referred to as classic oils but we made these oils when these cars were modern.

I am very proud to continue the legacy created by Mark and John Dymond and working with the extended Dymond family racing, restoring and expanding the current product range and vehicle collection for future generations to enjoy and appreciate.



**1914 FN SINGLE CYLINDER**



**1938 BMW 328 SPORTS**



**1973 LOLA FORMULA FORD**



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# ABOUT PENRITE

## COMPANY INFORMATION

Penrite Oil Company is an Australian independent international lubricants company established in 1926. It is privately owned. Head Office is located in Wantirna South, Melbourne, Australia, with other major offices in Sydney, Brisbane, Adelaide, Perth and Auckland, New Zealand and Bristol, United Kingdom, exporting to over 50 countries in Europe, Asia and America.

Penrite is very committed to providing a workplace and external environment that meets local and regulatory requirements. It strives to minimise any environmental impact by reducing emissions and developing safe and sustainable, production, storage and distribution methodologies and is a signatory to the Australian Packaging Covenant.

The Covenant ensures:

- Compliance with environmental laws, regulations and licences.
- Explore opportunities for waste recycling and recovery.
- Recycling product packaging.
- Using recyclable packaging.
- Ensure environmentally responsible behaviour is practiced.
- Minimise waste and conserve resources.



## BRAND

A premium, high quality and trusted brand that manufactures the right product for every application. Known as "A Better Class of Oil", Penrite is voted Number 1 by independent mechanics and major customers as a supplier of choice.

## VISION

To deliver innovative and tailored lubricant products and services to our customers globally.

## MISSION

To partner with our customers to deliver sustainable and long term growth through our passion and commitment to excellent service, delivery and product quality.

## KEY FACTS

- Number of Employees: 150+
- Customer Satisfaction: 97%
- Employee Satisfaction: 96%
- Number of Direct Customers: 6000+
- Export Countries: 35+
- Blending Plants: 3
- Blending Capacity: 40 Million Litres
- Blending Method: Hot
- Distribution Centres: 22
- Delivery Promise: Within 24-48 Hours
- DIFOT: 99.3%
- Products: 170+
- OEM (Original Equipment Manufacturer) Warranty Approvals: Yes
- API Registered Products: Yes
- Quality Control and ISO 9001 Accredited: Yes
- Packaging: 50g, 100g, 450g, 500g, 20kg, 55kg, 180kg, 25mL, 50mL, 150mL, 200mL, 250mL, 375mL, 500mL, 1L, 2.5L, 4L, 5L, 6L, 10L, 20L, 60L, 205L, 1000L and Bulk.



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## PRODUCTION & SUPPLY CHAIN

Penrite has built a sound and trusted brand designed to offer the best service to our customers. We have the best supply chain in the industry. With 2 blending plants in Australia, with an annual capability of 40 million litres, it allows manufacturing and packaging flexibility. Our automated and in-line filling facilities cater to all types of packaging ranging from 1L to 1000L, with the process constantly monitored by the Quality Control department. With 22 warehousing facilities across Australia and New Zealand, ensures our customers receive their orders promptly.

Our delivery promise is within 24-48 hours and our DIFOT (Delivered-In-Full-On-Time) is 99.3%. Highly trained team members work together to ensure stock is picked, packed and transported efficiently. As an ISO 9001 Certified Company, we not only talk a lot about the importance of quality, we have the processes, systems and support structures to back it up. With continuous surveillance audits along the entire supply chain, all products meet the highest standards specified.

We pride ourselves on establishing and nurturing strong relationships with our key supply partners, both local and international. We work together to access the latest



product technology including packaging. We develop and test these new products in our R&D facility in Melbourne and use customer focus groups to gain feedback. We pride ourselves on being innovative and being first to market with successful products.

In 2007, we acquired Forest Lubricants as a third blending facility in Bream, England. This acquisition allows us the flexibility to blend for local demand as well as exporting products to Europe.



## PENRITE BY NUMBERS



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## CUSTOMER SERVICE & SALES

Penrite has built a sound and trusted brand designed to offer the best service to our customers. We partner together to ensure success is sustainable and long term. We don't treat customers "as one size fits all" and we tailor solutions to meet their needs and requirements.

We have over 70 people dedicated to customer service, field sales representation and technical support. We have a fully trained sales representative dedicated to each of our customers who are recognised as the best within the industry. As trusted advisers, they provide technical advice, training and business support with the goal to make their business successful.

Our friendly and knowledgeable Customer Service team is available during business hours to receive all orders and pricing enquires. We accept all forms of payments with attractive credit terms. Orders can be submitted via phone, fax, email or online 24/7 days a week.



Technical training and advice is critical to ensuring customers find the right product for every application. Our Technical Service team has access to multiple tools and systems from across the globe to ensure customers are only given the right advice and recommendations. Our recommendation guides are available in print, web or mobile devices including iPad touchscreens. The Technical team can also offer Penrite product equivalents on competitor products. All our latest product, safety material and technical information including all our marketing brochures are available on the website and can be printed or emailed. Our Technical team can be contacted directly 7 days a week by phone and during business hours also via online chat, Facebook or email: [tech@penriteoil.com](mailto:tech@penriteoil.com).



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## AWARD WINNING

Penrite continues to win prestigious National and International Awards, reflecting its position in the market place amongst suppliers and customers. Awards include Retail and Trade Supplier Of The Year, Most Innovative Products and Services, Supply Chain Excellence, Environmental Sustainability, Best Sales Representation and Outstanding Manufacturing Service.



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FOR "SEARCH" PENRITE"







## PRODUCTS

All products are 100% quality satisfaction guaranteed. Penrite manufactures over 170 different products across 12 different market segments ensuring the right product is recommended for every application. Products include engine oils and coolants that are officially approved and registered by the major Original Equipment Manufacturers (OEM) and industry bodies (API).

Penrite embraces the latest technologies and uses only quality base oils and additives. From hydrocracked Group 2 base oils, right up to the premium and highest Group 4 and 5 (PAO & Ester) base oils. Penrite develops and manufactures products to meet and exceed the most current industry specifications including API, ACEA, ILSAC and JASO.

## OUR RANGE INCLUDES

- Automotive Engine Oils.
- Automatic Transmission Fluids.
- Manual, Gear & Differential Oils.
- Heavy Duty Engine, Hydraulic & Gear Oils.
- Industrial, Farm and Construction products.
- 2 Stroke, 4 Stroke & Garden Equipment Oils.
- Greases.
- Engine Coolants.
- Fuel Treatments & Additives.
- Car Care.
- Motorcycle & Marine products.
- Veteran Vintage & Classic products.
- Brake Fluids.
- Power Steering & Suspension Fluids.

## SPONSORSHIP

Penrite has been a keen supporter of grass roots and professional motorsport for over 90 years. We have over 70 individual and organisational Brand Ambassadors across all forms of motorsport including Honda Racing, CAMS, Motorcycling Australia, F4 Racing, V8 Supercars, Drag Racing, Circuit, Rally, Motocross, Classic and Social.

Our Brand Ambassadors promote our products and services and embody the core values and ethics of our trusted and respected brand.

**Honda  
Racing**

**erebus  
motorsport**

**HATTAH  
DESERT RACE**

**Classic Restos**



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