



Today's Solution,
For A Better Tomorrow



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WHAT IS ENVIRO BOX™?



Enviro Box™ is a bag-in-a-box concept for packaging and dispensing lubricant in a bladder bag that is housed inside a 100% recyclable cardboard box, as opposed to the traditional plastic drum method. It will revolutionise the way packaged lubricants are manufactured, packaged, distributed, handled & stored.

PROBLEMS SOLVED WITH ENVIRO BOX™



Expensive
Waste Disposal



\$\$\$\$ Savings



Dangerous Cutting of
Drums for Disposal



Reducing Hazard
and Risk



20L Plastic Drum
in Landfill



85% Reduction in
Landfill Waste



Pursuing Sustainability



ENVIRO BOX™

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ENVIRO BOX™ RECYCLING PROCESS



Bladder collection by
CLEANAWAY
Making a sustainable future possible
Call 13 13 39

85% REDUCTION IN LANDFILL WASTE



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ENVIRO BOX™ DISPENSING OPTIONS

There are 4 options for using Enviro Box™: Gravity Fed, Gravity Fed with Storage, Pneumatic Pump and Hand Pump.

1. GRAVITY FED



2. GRAVITY FED WITH STORAGE



3. PNEUMATIC PUMP



4. HAND PUMP



ALL OF OUR ENVIRO BOX™ STANDS FEATURE:

- ✓ Integrated drip trays to manage any drips or leaks.
- ✓ 6L Jug guides for correct alignment.
- ✓ Compact storage solution.
- ✓ Various dispensing methods to cater for all trade scenarios.

AWARD WINNING INNOVATIVE PACKAGING



GOLD

AUSTRALIAN
AUTO
AFTERMARKET
AWARDS

Winner of the Australian Automotive Aftermarket Association 2017 Most Innovative New Packaging Award, Enviro Box™ is set to revolutionise the automotive industry.

WANT TO LEARN MORE?

Contact your Penrite Sales Development Manager or Jessica Grant on 1300 736 748.
For FAQ's visit penriteoil.com.au/envirobox.php

PENRITE ENVIRO BOX

Today's solution for a better tomorrow

Penrite says it is the first Australian lubricant manufacturer to introduce a new dispensing system that is kind to our environment, decreases packaging wastage, increases bulk lubricant storage capacity, increases workplace safety and saves money.

The Penrite Enviro Box oil packaging and dispensing system was unveiled at the Australian Automotive Aftermarket (AAA) Expo in Melbourne.

Penrite Enviro Box is a 'bag-in-a-box' concept: the lubricant is packaged in a bladder bag that is housed inside a recyclable cardboard box, as opposed to the traditional plastic drum. Lubricant can be extracted from an Enviro Box in the following ways:

- Gravity fed through a tap into a six litre jug and then dispensed into the vehicle,
- Pneumatically pumped directly into the vehicle
- Hand-pumped directly into the vehicle

Penrite Enviro Box packages are stored on an Enviro Box dispensing stand or trolley, depending on the method of extraction.

The Penrite Enviro Box cardboard boxes are 100 percent recyclable. Considering the many thousands of 20 litre plastic drums disposed of each year, Penrite says the Enviro Box will result in an 85 percent reduction in landfill waste per unit produced.

Penrite Oil General Manager, Toby Dymond, is enthusiastic about the prospective impact that this program will have on the environment.

"Penrite is proud to be the first Australian oil company to introduce the Enviro Box, which we believe will reduce the use of plastic drums significantly, representing a major step forward in

our industry being more environmentally responsible", Toby said.

For workshop customers, Penrite has partnered with Cleanaway, a leading Australian waste management company, to provide a simple option for disposing of the empty Enviro Box bladder bags.

"We're excited to partner with Cleanaway to make sure that the bladder bags are responsibly collected and recycled, so the environmental impact of the use of plastic drums in the automotive industry can be mitigated", Toby said.

Interested customers can contact Cleanaway on 13 13 39 to set up an account. They will be provided with a Cleanaway collection bin, with the empty bags to be deposited into the bin. Once the bags are ready for collection, customers simply call Cleanaway. Collection will start in Melbourne, Sydney, Brisbane, Adelaide and Perth before a later roll out to regional areas.

"It is a great initiative for Penrite to take a proactive step in making package recycling widely accessible for the automotive industry," Cleanaway National Sales and Value Chain Manager, Mark Smith, said.

"This is an exciting partnership for us as we can utilise our national network to help Penrite deliver this environmentally sustainable product.

"As an Australian-owned company with over 50 years of experience supporting Australian businesses, we're proud to offer this collection service to Penrite customers, helping workshops to reduce their waste and work towards making a sustainable future possible."

With workshops currently spending up to \$100 per fortnight (\$2,600 per year) on the disposal of empty plastic 20 litre drums, this service presents significant cost savings for workshops. Penrite says it also eliminates both the hassle and the risk of physical harm that is associated with trying to find cost effective ways of crushing, cutting and disposing of empty 20 litre plastic drums.

Workshops can order their own selection of Penrite lubricants to suit their most frequent servicing requirements, thereby ensuring they have the right lubricant for the right application on hand. Each Enviro Box also features a 'Litres Used' recorder to track when it is time to reorder and when the packaging is empty.

Having fast and easy access to a broad range of lubricant products is increasingly important as the



Australian car parc becomes increasingly complex and the applications specified by vehicle manufacturers increases. Penrite says the Penrite Enviro Box stand saves precious workshop space, while also making access to specific lubricant products much easier and faster when compared to using oil bottles.

The round shape and single carry handle of 20 litre plastic drums means they can be awkward to lift and carry. The shape of the Penrite Enviro Box is easier for manual handling.

Enviro Box packages feature two carry handles on opposite sides, so they are less awkward to handle. This design enhancement also enables two people to carry an Enviro Box at a time if required. The top shelf of the Enviro Box stand is at the average shoulder height, meaning that no over-head lifting is required.

The Penrite Enviro Box is set to change how Australian automotive workshops access their most frequently used Penrite lubricant products, says Toby.

"The Penrite Enviro Box saves space and is far more efficient compared with traditional methods of accessing or dispensing multiple lubricants," Toby said.

"We look forward to our trade customers taking advantage of the many benefits that the Penrite Enviro Box system will bring to their business bottom line and productivity."

Penrite's initial release of products in the Penrite Enviro Box packaging includes seven lubricants from the Penrite Enviro+ range as well as HPR5. The range will expand as the company gradually phases out the use of 20 litre plastic containers.

For more information, contact Jessica Grant, Penrite Oil Company on 1300 PENRITE (736 748) or email jgrant@penriteoil.com or visit www.penriteoil.com
To express interest in taking up the Penrite Enviro Box Cleanaway disposal service, call Cleanaway Australia on 13 13 39.



THE BEST OF THE BEST

A look at the innovative products which claimed all the prizes

Every two years the AAAA select the most innovative products from those entered by the industry.

These awards are judged by industry experts and the awards are considered to be the most prestigious honour that a new product can be bestowed.

All of the winning products were displayed at the Expo in the New Aftermarket Product Showcase.

On the following pages we take a look at the products that cleaned up at the 2017 AAAA Innovation Awards.

Over the next few editions of Australian Automotive Aftermarket Magazine, we'll publish a series of articles that will profile in detail all of the winners and finalists in each product category.



MOST INNOVATIVE NEW PACKAGING – PENRITE OIL COMPANY, ENVIRO BOX

Penrite Oil Company was proud to be the first to market in Australia with Enviro Box – a lubricant packaging and dispensing system incorporating recyclable cardboard. Penrite says Enviro Box will revolutionise the way bulk lubricants are packaged, ordered, distributed, handled, stored and the packaging disposed of in the Australian market. Penrite is currently the only automotive lubricant manufacturer in Australia using this packaging technology.

Enviro Box is designed to reduce the waste of both the packaging (by reducing the volume of materials used in its manufacture) and the lubricant (by ensuring the maximum amount of lubricant is extracted from the packaging). It is also designed to increase productivity and reduce costs for workshops, meaning a cheaper and faster service for the workshops' customers.



PENRITE ENVIRO BOX GAINS FIRST MAJOR ACCOLADE

On the same day that Penrite Oil Company revealed Enviro Box the company was delighted to announce the receipt of the product's first prestigious industry accolade

The Penrite Enviro Box was selected by a judging panel of highly experienced automotive aftermarket industry identities to be the winner of the Australian Auto Aftermarket Association's 2017 Most Innovative New Packaging Award.

Presented at the 2017 Australian Auto Aftermarket Innovation Awards Breakfast, this event heralded the start of the 2017 Australian Automotive Aftermarket (AAA) Expo, which was held in Melbourne from April 6 to 8.

This prestigious award supports the belief that Penrite Oil Company has in this environmentally friendly concept, being the first Australian owned and manufactured lubricant company to introduce this highly efficient and workshop safety enhancing packaging.

Each Penrite Enviro Box used replaces a 20 Litre plastic drum with a 100 percent recyclable cardboard box fitted with a plastic bladder that contains the lubricant.

Dispensed by gravity fed taps, hand pump or pneumatic pump, this innovative system saves workshop space and enables several grades of Penrite lubricants to be readily available for more efficient servicing.

To further support workshop customers with the responsible disposal and recycling of Penrite Enviro Box packaging and lubricant bladders, Penrite Oil Company has also partnered with Cleanaway to provide excellent value waste collection options.

According to Penrite Oil Company General Manager Toby Dymond, the company is delighted to receive this award, which gained the most votes from a panel of highly experienced automotive aftermarket industry peers.

"Penrite is thrilled to be the recipient of the 2017 Most Innovative New Packaging Award," Toby said.

"We believe the Enviro Box packaging concept is the future of automotive lubricant packaging in Australia, so to have such an industry renowned judging panel demonstrate that they agree by voting for Penrite Enviro Box to win the award supports our confidence that we are definitely introducing today's solution for a better tomorrow."

To find out more about Penrite Oil Company and the Penrite Enviro Box, contact Jessica Grant, Penrite Oil Company on 1300 PENRITE (736 748) or email jgrant@penriteoil.com

