

P R E S E N T A T I O N

2024

Lubrificants Applications Diverses (LAD)

LAD

LUBRIFIANTS APPLICATIONS
DIVERSES



oceana[®]
Lubrificants



PRESENTATION PREVIEW

I. INTRODUCTION AND GENERAL
INFORMATIONS

II. PRODUCTS AND SERVICES

III. TECHNICAL PROCESS

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I.INTRODUCTION AND GENERAL INFORMATIONS

Lubrifiants Applications Diverses (L.A.D) in brief: Founded in 2005, L.A.D is an industrial company that is part of 'ELKATEB' GROUP established in 1978.

specialized in lubricants manufacturing, greases, and fluids, notably under OCEANA LUB brand. Our product range is diversified, covering various sectors such as transportation, public works, agriculture, industry, textiles, and more. As a multi-brand company, we also have other brands to flexibly meet the specific needs of the foreign market.



Founded in 2005

Lubrificants
Applications
Diverses

Headquarters: 16 Annaba
street, Industrial Area Ben
Arous, Tunis - Tunisia

Factory: Djebel El Ouest
Industrial Area, Zaghouan

+50 employees

'ELKATEB'
GROUP

Lubricants, Specialty
Fluids, and Greases

C.E.O: WAFA
ELKATEB

"II. PRODUCTS AND SERVICES:"

LAD has been continuously expanding its range of products since its inception for the transport, public works, agriculture, and industrial sectors, recognizing the importance of customer satisfaction. the company consistently invests in customizing its products to effectively meet the diverse needs of customers in various industries and contries.



1. ENGINE LUBRICANTS

LAD manufactures high-Performance mineral, semi-synthetic, and Fully synthetic oils for gasoline and diesel engines that meet the standards and requirements of international norms.



2.TRANSMISSION LUBRICANTS

- Manual Transmission

Lubrificants Applications Diverses manufactures mineral, and Fully synthetic oils for manual transmission gearboxes. These oils are designed for the mechanical gear changing mode, involving a clutch pedal and a gear lever. The oils produced within the LAD company comply with normative requirements.



- Automatic Transmission

Lubrificants Applications Diverses manufactures fully synthetic Automatic Transmission Fluids (ATF). We offer a range of ATF that is among the most high-performing in the market, designed to protect automatic transmissions, and help to prevent wear risks. L.A.D have extensive technological expertise that can assist in protecting and ensuring the efficiency of automatic transmission.



3. HYDRAULIC LUBRICANTS

Lubrificants Applications Diverses manufactures hydraulic oils designed to meet the highest technical requirements, with carefully selected formulation using the best raw materials. LAD provides its customers with hydraulic oils based on mineral, semi-synthetic, and fully synthetic bases, ensuring excellent temperature resistance and optimal system performance even at high temperatures uses.



4. GREASES

In addition to our product range, LUBRICANTS APPLICATIONS DIVERSES provide a wide range of greases with high lubricating qualities.

LAD greases are recommended for a wide range of applications, including:

- Automotive
- Industry
- Agriculture



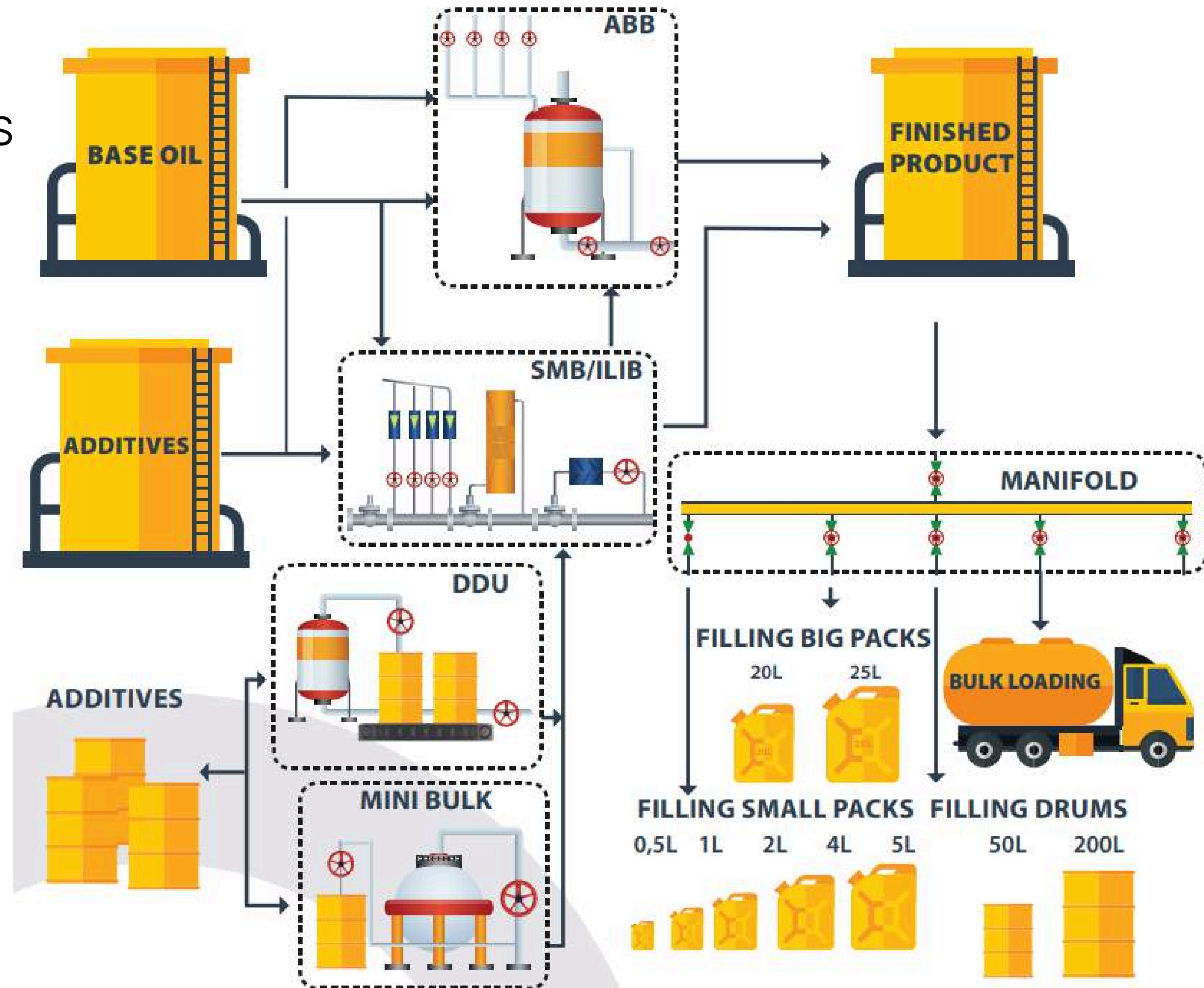
5. AUTOMOTIVE FLUIDS

LUBRICANTS APPLICATIONS DIVERSES stands out for its comprehensive range of automotive fluids, including brake fluids, coolant, and products for the daily use of the vehicle.



III. TECHNICAL PROCESS

1. MANUFACTURING PROCESS



2. ANALYSIS LABORATORY

L.A.D also relies on a physico-chemical analysis laboratory covering an area of approximately 70m², ensuring the necessary analysis according to the international needs of the product range in the market. These tests are realised on-site using a set of high-tech equipment, such as:



Densitometer



Viscometer



Spectrometer



Colorimeter



APPARATUS FOR
ANALYSIS OF CLOUD
AND POUR POINTS



Laboratory accessories



Setaflash



3. BASE OIL STORAGE FACILITY

To ensure optimal conditions for production operations dedicated to the local and export markets, the company has a storage area of approximately 10,000 metric tons for its range of various base oils.



4. FINISHED PRODUCT STORAGE SPACE

The company has a storage area of approximately 7500m² for its range of finished products, dedicated to local and export market.



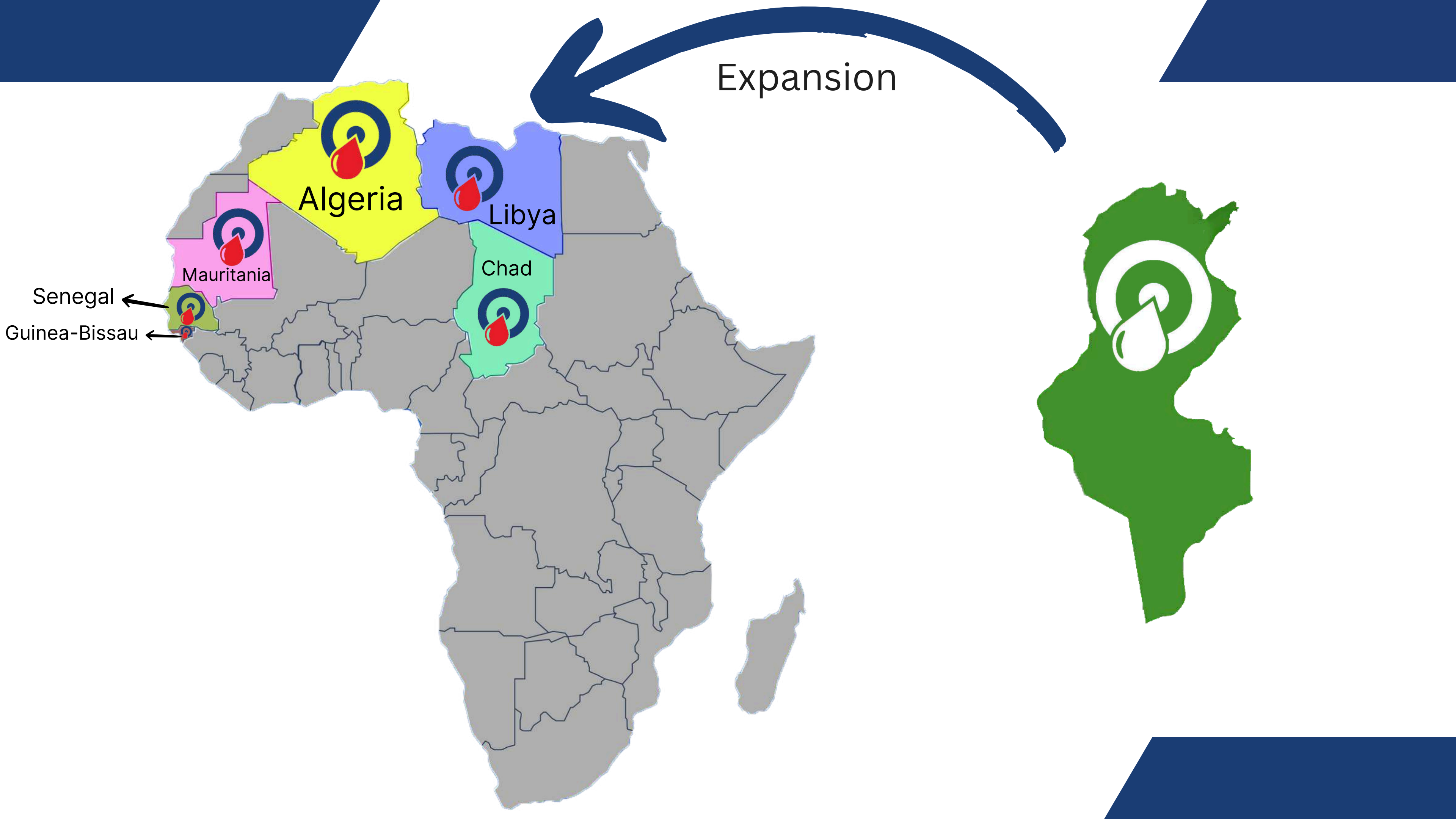
Successes and Achievements

The distinction of LUBRICANTS APPLICATIONS DIVERSES in the local market is indeed a major asset for its international expansion strategy, especially in North Africa and sub-Saharan Africa. Due to the quality of its products, L.A.D has been able to quickly attract high-potential clients.

The export-focused business policy, participating in important international events and exhibitions, has strengthened the company's presence on the international stage.

Expansion in North Africa and the African region has opened opportunities for commercial partnerships in many countries. These business relationships illustrate L.A.D's success in its development strategy to penetrate new markets. This strategy serves as an example of a proactive approach and successful international development.





Growth strategy

Our management has implemented an international development strategy aimed at enhancing our competitiveness in the African market. This approach has allowed us to enter new markets through our production processes and developed expertise.

Innovation and fundamental research are at the core of our approach, contributing to sustainable economic development. Our technical team is consistently committed to research enhancing the quality of products, keeping us at the forefront of high-performance and reliable lubricants.



IV. COMMERCIAL POLICY

As a Tunisian company operating in the lubricants industry, our commercial policy is built on three fundamental crutches: quality, diversity, and customers service. We are committed to providing high-quality lubricants respecting to the specific needs of our clients in various sectors. Our diversified products offer solutions for a wide range of industrial applications. Additionally, we aspire to provide exceptional customer service by listening and responding promptly to their needs. This policy enables us to establish strong and lasting partnerships with our clients, ensuring their satisfaction and our ongoing success in their market.



V. QHSE POLICY

- **Quality Management System**

LAD has been certified with ISO 9001 thanks to the expertise and diligence of its teams. This certification has been renewed every year. The implementation of a Quality Management System to help channelizing the energies and efforts that have already been undertaken to satisfy our customers.

With the ISO 9001 label, our company assures the quality of products and services, confirming our commitment to a quality system.



- **Environmental Management System**

Management of natural resources: Sustainable use of resources, reduction of greenhouse gas emissions and conserving of biodiversity.

Waste management: Implementation of policies aimed at reducing, recycling, or responsibly disposing of waste produced by the company.

Energy efficiency: Adoption of technologies and practices aimed at reducing energy consumption.





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