



PROFILED: ABBAS MONIRI

Leading Lubrex towards a future of
innovation and excellence

A

bbas Moniri's entry into the oil & energy sector was driven by his passion for engineering, innovation, and the substantial impact energy solutions have on the world. His journey began in 2000 when he moved to Dubai for higher education.

Armed with a Bachelor of Science in Chemical Engineering and an MBA from the American University of Sharjah, Moniri's academic foundation set the stage

for his successful career in the industry.

Born into a family with over five decades of experience in the lubricant business, Moniri was exposed to the nuances of the field from an early age. His family's legacy in the oil sector played a pivotal role in shaping his career. In 2005, Lubrex was established from a vision by industry experts to create a brand that met international standards, backed by OEM and API certifications. Under Moniri's leadership, Lubrex would soon become

“

**Moniri is
the driving
force
behind the
company”**

a pioneer of innovation and quality.

Balancing his studies and early work experience, Moniri applied his theoretical knowledge to real-world scenarios, further deepening his expertise and passion for the lubricant industry. For him, industry isn't just a profession, it's a driving force where technology, efficiency, and sustainability converge to create impactful solutions.

In 2025, Lubrex celebrates its 20th anniversary, marking two decades of progress and leadership in the lubricant industry. This

milestone is a testament to Abbas Moniri's dedication and vision, which has guided Lubrex to global prominence. His journey from an aspiring chemical engineer to a visionary leader has shaped the company's growth and solidified its position as a key player in the global lubricant market.

The Growth of Lubrex

Lubrex's journey began in 2005 with the establishment of its first production facility in the Hamriyah Free Zone, setting the stage for a remarkable story of growth and innovation. The company's commitment to quality was clear from the start, and by 2007, its production capacity had grown to an impressive 90 million liters annually.

In 2015, Lubrex further expanded with a new facility that included a 5,600 square-meter warehousing expansion, allowing the company to scale up production while maintaining operational excellence. A major leap in production technology occurred in 2017 with the introduction of an automated batch blending system and advanced plastic packaging lines, enhancing speed and quality. In 2018, Lubrex took another step forward by integrating robotic palletization, improving efficiency and precision in handling finished products.

Recognising growing demand across the GCC region, Lubrex opened a new mainland UAE facility in 2020, further strengthening its position in key markets. The following year, in 2021, Lubrex added a grease plant with an annual production capacity of 15,000 MT and 30 varieties of greases.

By 2024, Lubrex had integrated an AI-driven, fully automated drum filling line with a production capacity of 250,000 liters per day.

Looking ahead to 2025, the company added nine new ABB units, boosting capacity to 140 million liters per year. This expansion, along with a 10,000-square-meter warehousing facility extension, further solidified Lubrex as an industry leader.

Defining Leadership at Lubrex

As the Managing Director of Lubrex, Abbas Moniri is the driving force behind the company's strategic vision and day-to-day operations. His leadership extends beyond overseeing product development and supply chain optimization - it involves inspiring innovation and fostering a culture of excellence within the organization.



Moniri balances innovation with fiscal responsibility”

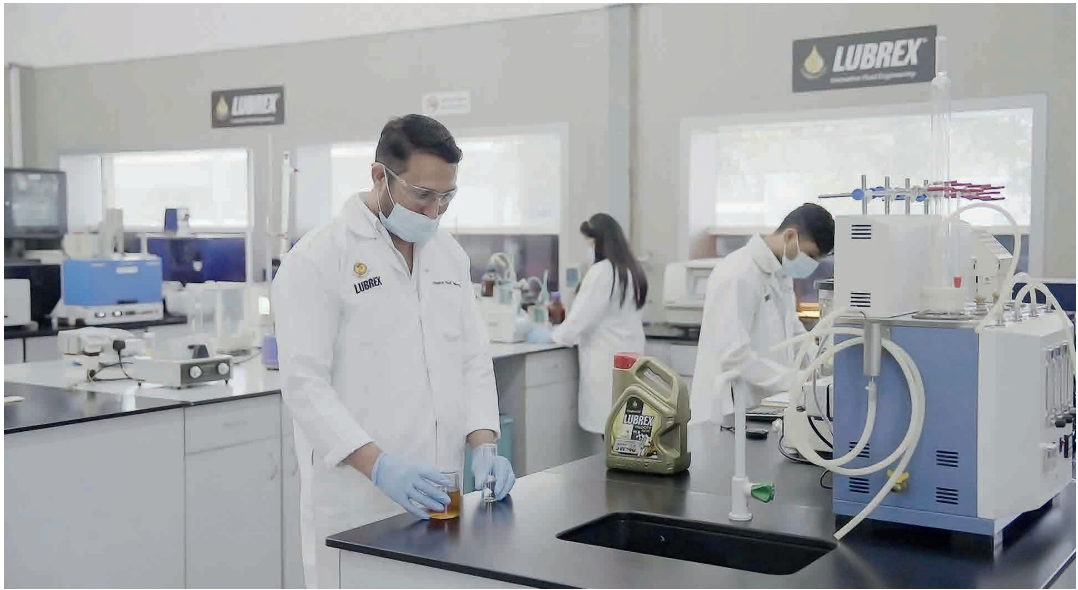
Under his leadership, Lubrex has not only grown in scale but also garnered recognition for producing high-performance lubricants that meet the diverse needs of the automotive and industrial sectors.

Moniri's hands-on leadership approach emphasises team development. Lubrex conducts quarterly training programs to ensure employees stay up-to-date with the latest industry trends and technological advancements. This investment in the workforce has been crucial in maintaining

the company's competitive edge.

With a background in both engineering and management, Moniri balances innovation with fiscal responsibility, ensuring Lubrex's steady growth and operational excellence. His resilience and strategic foresight have been key to navigating challenges and market fluctuations.

Moniri's leadership is characterised by strategic foresight, collaboration, and an unwavering pursuit of excellence. He



OVERCOMING INDUSTRY CHALLENGES

The lubricant sector presents numerous challenges, including fluctuating market dynamics and stringent environmental regulations.



OVERCOMING INDUSTRY CHALLENGES

The lubricant sector presents numerous challenges, including fluctuating market dynamics and stringent environmental regulations.

empowers his team, fosters a culture of innovation, and ensures a customer-centric approach in every aspect of the business. Under his guidance, Lubrex has excelled in operations and become a model of innovation within the lubricant industry.

His hands-on leadership style, combined with his dedication to continuous learning, ensures that Lubrex's workforce remains ahead of industry trends. Through collaborative decision-making, Moniri

has cultivated an environment where creativity thrives, and results are achieved.

The lubricant sector presents numerous challenges, including fluctuating market dynamics and stringent environmental regulations. Moniri has navigated these hurdles with strategic planning, technology investments, and an adaptive business model. His focus on research and development has allowed Lubrex to introduce products that

Lubrex products are available in more than 87 countries"

meet and exceed industry standards.

A key priority under Moniri's leadership has been sustainability. Lubrex has embraced automation and digitalization to optimize production and reduce its environmental impact. This forward-thinking approach has positioned the company as a leader in sustainability within the industry, with products that meet both performance and environmental standards.

Lubrex's success is rooted in innovation,



and Moniri ensures the company remains at the cutting edge by investing in state-of-the-art technology and eco-friendly solutions. Lubrex's commitment to research and development has enabled the introduction of high-performance lubricants that meet evolving industry demands.

The company's expansion, both in terms of production capabilities and global reach, serves as a testament to Moniri's vision for Lubrex's future. The integration of automated blending systems, robotic palletization, and expansion into new facilities reflects Lubrex's forward-thinking approach. Lubrex-manufactured products are currently available in more than 87 countries worldwide and continue to expand further.

Sustainability at the Core

Lubrex's commitment to sustainability extends beyond regulatory standards. In the coming years, the company plans to install a solar energy plant to power its production facilities, reducing reliance on traditional energy sources and minimizing its carbon footprint. In addition, Lubrex will establish its own metal drum manufacturing unit with the objective of further reducing its carbon footprint and advancing sustainability efforts.

Lubrex is also committed to reducing plastic waste through automated blow molding technology and a company-wide "no-paper" policy. The company's dedication to environmental preservation is further reflected in its tree planting initiatives, reinforcing Lubrex's role in contributing to a sustainable future.

Advice for Aspiring Professionals

Moniri's advice to young professionals entering the lubricant sector is simple: stay committed to learning, embrace innovation, and build strong professional networks. He believes these qualities are essential for anyone seeking to make a significant impact in the industry.

For Moniri, his career is a testament to resilience, dedication, and vision. His leadership at Lubrex proves that with the right combination of innovation, teamwork, and strategic foresight, great things are possible.

Long-Term Goals and Legacy

Looking to the future, Moniri's vision for Lubrex is clear: to expand its global presence, lead the way in sustainable lubricant



OVERCOMING INDUSTRY CHALLENGES

The lubricant sector presents numerous challenges, including fluctuating market dynamics and stringent environmental regulations.

“**Moniri's success is rooted in the support of his family”**

solutions, and leave a lasting legacy of innovation and industry leadership. Through a commitment to research, sustainability, and excellence, Moniri aims to ensure that Lubrex remains at the forefront of the lubricant industry for generations to come.

Moniri's success is rooted in the support of his family, particularly his father, who played a pivotal role in shaping his career. He also expresses gratitude to his business partner, Mr. Vahid Naeimi, whose trust and support were vital from

the earliest days of Lubrex's formation. Moniri further acknowledges the support of the UAE government, Lubrex's dedicated staff, and global business partners, all of whom have contributed to the company's remarkable journey.

With his visionary leadership and unwavering dedication to innovation and sustainability, Abbas Moniri stands as one of the most influential managing directors shaping the future of the lubricant industry. ●