



A Publication of the David Weber Oil Company

## WHAT IS A BLENDED OIL?

Several potential customers have recently asked me the question: "Is this a blended oil?" to which I have replied, "Yes, of course!"

Hydraulic oils, gear oils, engine oils, metalworking oils are all blended oils. No one has figured out how to drill a fully formulated 15W/40 diesel engine oil or an ISO 32 hydraulic oil from the ground, therefore the oil industry has always had the following 3 steps:

- 1) Drilling
- 2) Refining
- 3) Blending

All lubricating oils go through these 3 steps.

The ONLY difference between a major and an independent is that a major is involved in steps 1, 2 and 3 whereas an independent only does step number 3. The independent lubricant manufacturer purchases base oil from a major oil company which has already been drilled and refined. That is why independents are sometimes referred to as blenders, not because of any difference in the manufactured product. This is the ONLY defining difference between a major and an independent.

Major oil companies generally know better than to try to make negative assertions regarding independent lubricant manufacturers because they understand what we are and what we do. This is not always the case with major oil company distributors. It has been my recent experience that some distributors for the majors have used the term "blender" as a derogatory term. I give them the benefit of the doubt and assume that this is not done out of malice, but out of ignorance. As distributors they are not involved in the manufacturing process and most likely do not have a very good understanding of that process.

Statements such as, "They have blended oil and I have a brand name oil," are not only ignorant, but

very misleading. In fact independent lubricant manufacturers have historically had very strong brand names and are probably among the most committed to *innovation* and *product superiority*. These are issues that can often be relegated to secondary importance by major oil companies that have to please stockholders on a quarterly basis.



Over the years some leading independent lubricant companies you may have become familiar with are Castrol, Drydene, Pennzoil, Belray, Fiske (Lubriplate) and Valvoline. Many of these independents have recently been purchased by major oil companies interested in receiving the benefits of the independent company's technology and brand image.

In fact the major oil companies are not only buying independents but they are buying each other too! Right now there are only a handful of major oil companies left after the massive consolidation the industry has gone through. Giants such as ChevronTexaco, ExxonMobil, Shell and BP Amoco are about all that are left of the many competing companies which were available to consumers after the break up of the Standard Oil Company almost 100 years ago.

Consumers should support independent lubricant manufacturers who currently provide competition and a healthy marketplace. They provide consumers with options in a marketplace that otherwise would have very few.

**FOR MORE INFORMATION CALL 800-22WEBER**

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