



**Introducing  
Verification of Lubricant  
Specifications Ltd**



# Questions you might ask?

- Who is VLS?
- Why is VLS Needed?
- What is VLS?
- Where is VLS Operating?
- When does VLS Start?
- How VLS Works?

# Who is VLS?

**An independent lubricant performance  
validating organisation**



## VLS is

A not-for-profit membership organisation with mission to protect consumers and end-users from purchasing lubricant products with incorrect product specification and performance claims

# Who is VLS?

**An independent lubricant performance  
validating organisation**



In fulfilling its mission VLS aims to:

- Improve market compliance to industry standards
- Inform and educate consumers regarding true relevance of performance claims
- Ensure a fair level playing field for all approvals claims being made
- Raise consumer and end-user awareness of lubricant producers/marketers who intentionally sell non-compliant products

# Why is VLS Needed?

We are all aware that misrepresented products are being sold into the UK Market:

- Not conforming to the specifications claimed
- Unrealised claims placing consumers and equipment at risk
- Distortion of the market place



**The Industry acknowledges that this is a long overdue initiative**

# Why is VLS Needed?

Consumers & Marketers need to be confident products are making legitimate formal claims.



**Fit for purpose does not mean it is ‘approved’!**

- The problem is to differentiate between good and bad products
- VLS will help resolve product quality questions

# Why is VLS Needed?

Consumers & Marketers need to be confident products are making legitimate formal claims.



**Fit for purpose does not mean it is ‘approved’!**

However, not all misrepresentation is intentional

- Genuine lack of understanding of complexity of lubricant standards and technology exists
- Education of consumers and marketers alike will be part of the VLS programme
- Impress upon marketers and consumers the implications of both supplying and using incorrectly specified products

# Why is VLS Needed?

**VLS will give consumer protection at cost effective rates.**



**Anyone can work a case, but ask yourself the following :**

- Would it be effective?
- Do you have the legal and technical expertise required?
- Is independence and objectivity an issue?
- Can you engage with the named party?
- How will you proceed to publicise results for product misrepresentations?

**VLS provides a time saving, credible and cost effective alternative, which could deliver a valued return to your business**



# What is VLS?

**A legal entity company which is a wholly owned subsidiary of the UKLA**



- **VLS is**
  - Independent, objective, credible and a trusted means to challenge and verify lubricant specifications and performance claims
  - A service provider that responds to complaints raised by consumers and industry members
- **VLS membership is open to all Lubricant industry participants:**
  - Lubricant end-users,
  - Equipment producers and
  - Associated trade bodies

# What VLS costs

**There are subscription costs for membership and then case charges**



- Member Subscription charges are used to fund organisational costs
- Case charges fund product evaluations
- Non refundable deposit required for each case
  - Non refundable deposit - deterrent against contrived accusations
  - Offset against Case Handling Charges if case is upheld

**Variable rates to reflect member company size**

# What VLS costs



**There are subscription costs for membership and then case charges**

**Membership shall take one of two forms:**

<b>Membership/Revenue</b>	<b>£0-10mln</b>	<b>£10-20mln</b>	<b>&gt;£20mln</b>
<b>Associate:</b> lubricants manufacturers, marketers, or a tier one base oil or additive supplier.	£1,000	£2,000	£4,000
<b>Affiliate:</b> agents, distributors, service providers, or commercial or industrial end-users who do not market lubricants under their own brand.	£500	£1,000	£2,000

# What VLS costs

There are subscription costs for membership and then case charges



## Case Handling Charges

	<b>Associate</b>	<b>Affiliate</b>	<b>Non-member</b>
Case Deposit	£250	£250	£250
Desktop Investigation	£250	£250	£500
Product Test Investigation	£500	£500	£2500
Sample Acquisition	£250	£250	£250

# Where is VLS Operating?

**A UK legal entity company operating under UK Law**

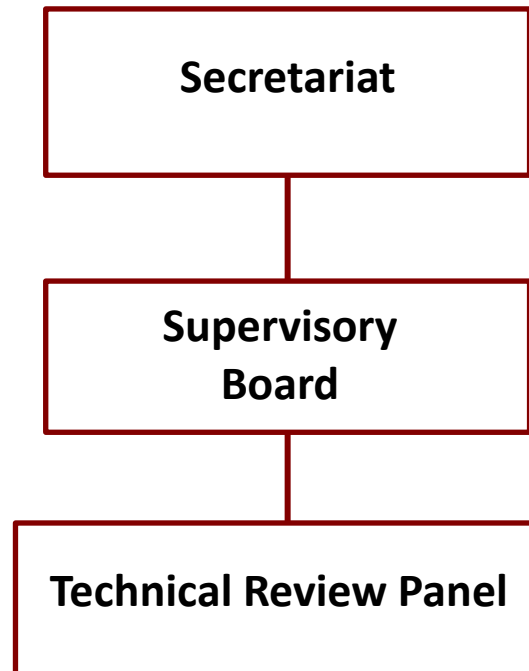


- **VLS operating throughout UK :**
  - Working through the local UK Lubricant Industry
  - Lubricant testing carried out through UK based independent laboratories
- **VLS operations will be observed by other European Lubricant Bodies**
  - Non compliance issues exist in all areas
  - Germany and the USA have similar initiatives in place

**We anticipate other EU Countries/ Organisations to subsequently follow the VLS initiative**

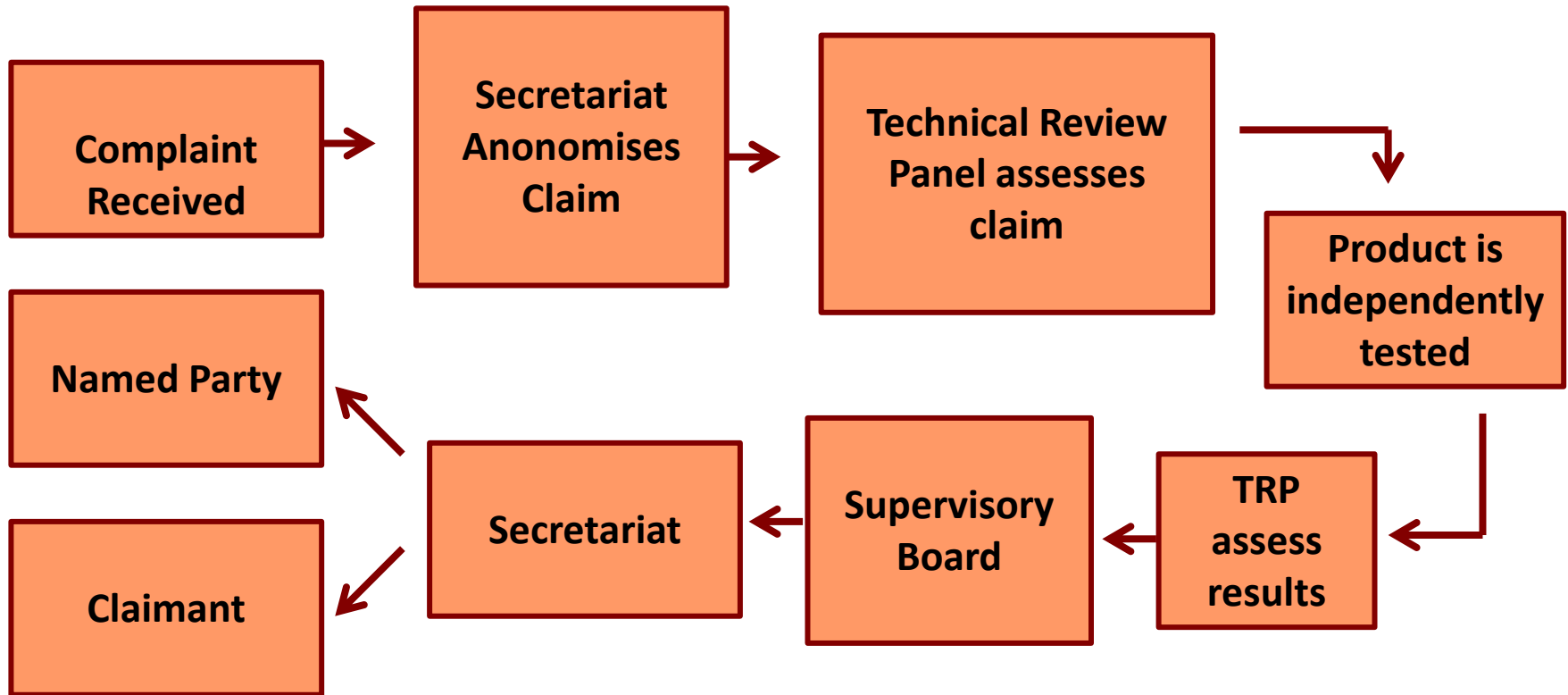
# How VLS Works

The VLS Structure ensures complete anonymity throughout the whole evaluation



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**The VLS structure** is intended to ensure that all market complaints of incorrect or false claims are investigated in **total anonymity** throughout.

- All test results will be published.
- Where fault is found, the named party is to be given a right to reply
- Where fault is found and the named party is unrepentant, VLS will approach appropriate industry and consumer bodies and or authorities with our findings



# How VLS Works

It offers effective compliance screening



- **Cost Effective Process**
  - single focus on task with appropriate checks and balances
  - established and tested process
  - anonymity and confidentiality maintained
- **Complete Independence**
  - independent sampling and testing
  - independent investigation and report

# How VLS Works

## Access to wider industry expertise



- Ability to engage industry participants and drive corrective action
- independent testing organisation avoids competitive issues
- Communication to wider industry audience
- Greater share of “voice” and ability to reach out
- cases anonymously and independently reviewed by panel of industry experts

**When does VLS Start?**

**VLS Starts Now!**



Join VLS now and be part of the biggest Lubricant Industry Initiative to bring transparency to the UK Lubricant Market Place.

Pick up a membership pack today  
or visit [www.ukla-vls.org.uk](http://www.ukla-vls.org.uk)

# VLS Members to date:



LUBRICANTS.  
TECHNOLOGY.  
PEOPLE.





**Questions?**