



## **Karlshamn's Subsidiary Binol Lands Agreement with Shell for Global Distribution of Environmentally Responsible Lubricants**

Strong environmental commitment and a dedicated focus on renewable resources are two fundamental standpoints that Binol AB and the Shell Group have in common.

Having operated with the Nordic countries as its primary market for quite a number of years, Binol is now cooperating with other lubricant suppliers to bring its products to the international arena. One important step in this direction has now been taken in the form of an extended co-operation with Shell. A long-term distribution agreement has been signed, whereby Shell is given the right to market certain of Binol's hydraulic oils, chain-saw oils, cutting oils, mould releasers and sawmill products under its own brand. The agreement is global, although with focus on Europe outside the Nordic markets.

- With its comprehensive distribution network and strong brand, Shell is an ideal partner for an expanding Binol says President Magnus Jörsmo, while also emphasising his company's strategy to maintain its position as one of the world's leading experts on the market for environmentally responsible technical oils.

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Binol AB is a wholly owned subsidiary of Karlshamns AB, with business responsibility for the Group's development, production and marketing of environmentally responsible technical oils.