

Optimum Oils selected as Principle Distributor Partner for England & Wales



Dear Customer,

As global leader in industrial process fluids Quaker Houghton is constantly striving to improve the way it engages with customers to provide a more responsive and intimate service. With this in mind we have taken the decision to **restructure our indirect route to market** and **appoint a principle Distributor Partners for England and Wales.**

We are pleased to announce Optimum Oils as our principle Distributor Partner for England & Wales.

The Optimum Group are a Quaker Houghton Distributor with **over 25 years of metalworking industry experience**, supplying fluids and support services into a range of market segments i.e. Automotive, Aerospace, general manufacturing etc.

Optimum Group would firstly like to reassure you that **any Quaker Houghton products & service support that is currently supplied will be taken on by Optimum Group** with no disruption to your business.

There are a number of key benefits that will become apparent as part of this restructure:

- Optimum Oils have a **dedicated team of Account Managers** across England & Wales who will be able to **respond quickly to any technical or supply requirements** our customers may have
- Optimum Oils **carry their own dedicated UK stock** of Quaker Houghton products within their **dedicated UK warehouse facility**
- Your account will be managed locally: more regular visits will be scheduled to **support your business** and to **ensure you are kept better updated** on new technologies and added value solutions
- You will have **access to additional products and services** that Optimum Oils are able to provide outside of the Quaker Houghton range

Moving forward, please refer all your Quaker Houghton product requirements to Optimum Oils via the contact details below:

Optimum Oils Head Office: 01242 395 555

To place an Order: customerservice@optimumoils.com

Web Site: www.optimumoils.com

Sincerely,

Lee Bowditch

Country Commercial Director – UK & Ireland

