****

**PRESS RELEASE**

**March 7th 2014 - Upgraded products from Shell Helix**

Shell has carried out a complete restructure of their Helix product portfolio. This means greater clarity and ease to choose the right oil for workshops, dealers and consumers. Shell Helix has been a strong brand and successful lubricant for a long time and now upgraded versions of the entire range have been introduced. From March 2014, introduction of the new Shell Helix products will be available through Univar Nordic, which is Shell's distributor of lubricants in Norway, Sweden, Denmark and Finland.

Some of the highlights regarding the upgraded Shell Helix:

- Better structured range with upgraded specifications

- Clearer product names and smart label design that makes it easier to select the right product

- For all engines - petrol, diesel and gas

- New Shell PurePlus - patented technology

**Easier to choose the right lubricant**

The restructuring of Shell Helix means that the oils specifications have been made less complicated, making it easier and faster to determine which oil is best suited for every car engine.

**Smart packaging**

The change is also visible on the packaging. The labels have a new design that describes the function of the product in a clearer and more intelligent manner. The label also has a QR code that links to more information about the product and its intended use.

**New method and patented technology**

Shell has also developed a brand new way to produce synthetic base oil by natural gas. With its patented technology Shell PurePlus, it is possible to create Shell Helix lubricants from this base oil. The combination Shell PurePlus and Active Cleansing gives the lubricant a higher cleansing and protective ability and is the most advanced engine oil Shell has developed.

###

**About Univar**

Univar is one of the world’s leading distributors of industrial and specialty chemicals. Univar represents over 3,500 chemical producers and provides its customer base, made up of 115,000 customers, with a full portfolio of products. Univar operates a network of more than 260 distribution facilities throughout North America, Europe, the Asia-Pacific region, and Latin America, with additional sales offices located in Eastern Europe, the Middle East, and Africa. In 2011, Univar reported sales of $9.7 billion. For more information, visit: [www.univar.com](http://www.univar.com).

Shell Distributor in the Nordics  
During 2010 Univar was selected as Shell Lubricants macrodistributor in Norway, Sweden, Denmark and Finland. Univar offers a wide spectrum of quality products for industry, automotive industry and consumers as well as products for shipping, aviation industry and agriculture. Shell lubricants meets engine suppliers high standards and products have exactly the same quality throughout the world. The cooperation between Shell and Univar also means that customers get the best possible technical support and help with sales and marketing of lubricants products. For more information, visit [www.univarlubricants.no/se/dk/fi](http://www.univarlubricants.no/se/dk/fi)

For more information contact:

Susanne Ekdahl

Gustavslundsvägen 12

SE – 167 51 Bromma

Sweden

(M) +46 (0)70 328 80 01

[Susanne.ekdahl@univar.com](mailto:Susanne.ekdahl@univar.com)

Henrik Nyholm

Islands Brygge 43

2300 Kobenhavn

Denmark

(T) +45 35 24 07 22

Henrik.nyholm@univar.com