



4 BASIC STEPS FOR DEVELOPING YOUR BRAND



1. SELECT THE PRODUCTS

Choose from our unrivaled selection of synthetic fluids or work with our highly experienced technical team to custom-develop products to meet your exact specifications.



2. CHOOSE THE PACKAGING

The best products deserve the best packaging. No matter what product you choose, we will create the perfect packaging to fit your needs.



3. DESIGN & APPLY THE LOOK

Send us your logo, or have us create one for you, and our private label specialists will design a custom label for you. If you already have a design, we will apply it to the label and our production department will print and apply it to the packaging.



4. CREATE MARKETING MATERIALS TO SUPPORT YOUR BRAND

Behind every great brand is the supporting documents to sell your branded product. Our Private Label design team will work with you to create brochures, product information sheets, safety data sheets, & custom-tailored product training presentations to help make a name for your brand and strengthen your business opportunities.



ABOUT ULTRACHEM INC.

Ultrachem Inc. is an affiliate of FUCHS Petrolub SE - the world's largest independent manufacturer of lubricants and related specialties.

Founded in 1965, Ultrachem is a long-standing, leading manufacturer of premium synthetic lubricants serving OEM & industrial maintenance markets. Products manufactured include compressor oils, vacuum pump oils, gear & bearing oils, hydraulic oils, chain oils, food grade oils, greases, impregnating oils & gels, and other specialty cleaners & chemicals.

Ultrachem's technologies offer industry leading performance combined with an established reputation for quality, technical support & customer service. Contact Ultrachem today to learn more about our products and services.



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PRIVATE BRANDING SOLUTIONS



PREMIUM SYNTHETIC LUBRICANTS



OUR PRODUCT. YOUR BRAND.



www.ultracheminc.com



Member of the
FUCHS Group



WHY PRIVATE BRANDING WITH ULTRACHEM?

Whether developing a new brand or strengthening an existing brand, Ultrachem will handle all the details to ensure all of your private brand needs are met.

TURNKEY SOLUTIONS

A one-stop shop for all your private label needs:

- **Technical Expertise**

Our dedicated team of sales and technical specialists provide the insight and guidance, including joint sales calls in the field, to support the sale of the product.

- **Design & Branding**

Creative solutions to elevate your brand.

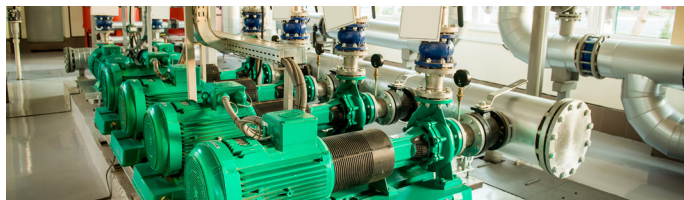
- **Packaging Versatility**

Customized packaging for minimum product quantities.

DIVERSE PRODUCTS

Ultrachem has been manufacturing industrial synthetic lubricants since 1965. As an established manufacturer, Ultrachem has the experience and expertise to design, formulate, and produce industry leading products coupled with uncompromised service & support.

CHOOSE FROM A FULL LINE OF OVER 500 INDUSTRIAL SYNTHETIC LUBRICANTS.



YOUR BRAND. CUSTOMIZED.



WHAT'S INCLUDED?

- Product Label Design/Print
- GHS Compliant Safety Data Sheets
- Technical Data Sheets
- Product Comparisons
- Oil Analysis Forms/Testing
- Marketing Support
- Custom Cross References
- Training Presentations
- Specialty Packaging



PROGRAM BENEFITS

- Increase and Repeat Sales
- Establish Greater Brand Recognition
- Product Serves as a Free Calling Card
- Product Exclusivity
- Free Advertising