

Safety-Kleen Signs Superior Lubricants to Market EcoPower in Greater New York Area

High-quality recycled oil now available to consumers wanting to reduce carbon footprint

PLANO, Texas and NORTH TONAWANDA, N.Y., May 14 /PRNewswire/ -- Safety-Kleen announced today that Superior Lubricants, a locally owned and operated regional distribution company, has agreed to distribute Safety-Kleen's EcoPower recycled motor oil in portions of New York and Pennsylvania. Local quick lubes, dealerships and automotive service retailers now have access to this new category of environmentally friendly motor oil.

"Consumers want to make a positive environmental impact and are very interested in high-quality recycled products," said Eric Zimmer, senior vice president of marketing for Safety-Kleen. "In a recent market test, 46 percent of all consumers we surveyed had a much more positive opinion of service locations that offered our environmentally-friendly oil change. By making EcoPower more widely available, we're meeting that need for both retailers and consumers."

For the past 20 years, Safety-Kleen has produced high-quality motor oils for large commercial fleets and the federal government by re-refining used oil it collects at thousands of car dealerships, automotive retailers and quick lube facilities in North America. Safety-Kleen is now making its re-refined oil available to consumers under the brand name EcoPower, and is seeking retailers and distributors across the U.S. to offer the new product.

"We are the only distributor in this area to offer this environmentally friendly, recycled motor oil," said Michael G. Anczok, president of Superior Lubricants. "EcoPower is the first, truly innovative motor oil product to come on the market in years. It will help our customers attract and retain consumers looking for recycled alternatives."

Safety-Kleen's re-refined oil meets or exceeds all applicable specifications set by the American Petroleum Institute and the Society of Automotive Engineers, and is currently used by many large organizations, including the U.S. military, numerous state governments and commercial automotive fleets. In 2008, Safety-Kleen collected more than 225 million gallons of used oil and recycled approximately 145 million gallons into base oil products for re-use in the marketplace.

"Re-refining used oil saves energy," said Zimmer. "It takes up to 85 percent less energy to produce a gallon of re-refined oil from used oil than to produce that same oil from a gallon of crude. And the quality of our recycled motor oil meets or exceeds the standards set for new oils made from crude."

Zimmer said the end result of Safety-Kleen's re-refining used oil is that it avoids the emission of more than 300,000 metric tons of greenhouse gases each year when compared to refining from crude and burning used oil for energy.

"That is equivalent to taking approximately 200,000 cars off the road each and every year," he said.

EcoPower motor oil is now available in 5W-20, 5W-30, 10W-30 and 15W-40 viscosity grades. In addition, all major U.S. car manufacturers have approved the use of Safety-Kleen SAE 5W-20, 5W-30 and 10W-30 ILSAC-certified motor oil in all their cars. The EcoPower SAE 15W-40 grade has also been approved by leading heavy-duty engine manufacturers.

About Superior Lubricants

Superior Lubricants, established in 1979, is a supplier of automotive, fleet and industrial lubricants, automotive parts, industrial fluids, antifreeze, and chemicals. Superior operates warehouse and distribution facilities in North Tonawanda, Buffalo, Syracuse, and Niagara Falls, New York, and serves 2,700 wholesale customers in New York, Pennsylvania, and Ontario, Canada. Fluid management and parts supply services are provided to automobile dealerships, quick lubes, trucking companies, fleets, and quarries, independent service stations, manufacturing facilities, industrial plants and municipalities.

About Safety-Kleen

Safety-Kleen is a leading North American used oil recycling and re-refining, parts cleaning and environmental solutions company, with approximately 4,400 employees serving approximately 330,000 customer locations in the United States, Canada, Mexico and Puerto Rico. Safety-Kleen provides a broad set of environmentally-responsible products and services that keep North American businesses in balance with the environment. For more information, please visit www.safety-kleen.com or call (800) 669-5740.