



Lubri *NEWS*

THE OFFICIAL
MORRIS
LUBRICANTS
NEWSLETTER

WINTER 2017



MORRIS
LUBRICANTS



**Stay Safe
This Winter** ■



Regular vehicle maintenance and routine servicing will deliver a high level of reliability and maximum service life. We are all aware of the basics when it comes to checking your vehicle over between services, but when winter approaches with its usual unpredictability, then it should be at the top of your to do list.

When it comes to safety a clear windscreen, correct tyre pressures and a fully operational braking and steering system are critical and could save you from an accident, injury or worse and save other road users from the same possible fate.

For windscreens we would recommend the use of a good quality screen-wash at the maximum dilution rate of 50% (half water/half screen-wash). A good screen-wash will not only help clean the screen, removing all the mess that winter road surfaces throw up at the car, salt, mud, etc., but will also stop the water in the mixture from freezing when temperatures start to plummet. Some screen-wash products come pre-diluted so check before you dilute

Have you tried our **Workshop Pro All Season Screen-wash?**

Brake fluid should always be changed, if scheduled, during a routine service. However, a quick check of your brake fluid level when the bonnet is up is worth it. If the fluid level has dropped below the minimum fill level, take steps to top up with the correct fluid type as specified for that vehicle. This will ensure that the brake system will work effectively, especially if there are electronic controls fitted, ESP for example. These systems will definitely

help you to stop safely if road surfaces are slippery or muddy.

We have 3 tried and tested Brake Fluids for just this eventuality

DOT 4 ESP Brake Fluid **DOT 4 Brake Fluid** **MLR Racing Brake Fluid**

When it comes to tyres, it is critical to ensure that they are inflated to the correct pressure as indicated in the vehicle's handbook. This will ensure the handling of the vehicle will not be affected. Of course this applies all year round not just winter. If road surfaces are slippery, over inflated tyres, especially at the front, can impair the vehicle's steering responsiveness.

The power steering system also relies on the correct level of fluid to ensure positive and smooth operation. The power steering reservoir should be easily located with markings showing minimum and maximum levels. If the fluid requires topping up, again ensure the correct type of power steering fluid is added. Positive steering response in harsh driving conditions can help prevent accidents.

Our **Power Steering Fluid** is designed to meet the operational demands of most steering systems

Maintaining the correct fluid level and dilution strength of antifreeze/coolant mixtures is vitally important to ensure no internal damage occurs within the engine. When water freezes, it expands and this is what causes the damage. A worst case scenario could be a cracked cylinder head or block. Once again, the vehicle manufacturer will provide guidance in the vehicle handbook, indicating

Continued over...



Stay Safe This Winter

the type of antifreeze coolant you should use and the dilution rate to ensure maximum frost and freezing protection. This is usually a 50:50 mixture, preferably with distilled or de-ionised water to prevent the deposit of hard water salts (furring).

Then of course there is the oil level. Ensuring that the oil level never falls below minimum, but is always maintained at the maximum mark on the dip stick, will provide the engine with the best operational environment. Checking the oil level should form part of a regular maintenance regime. Always follow the correct service interval guidelines for when the oil needs to be changed and always use an oil with the correct performance level, even for topping up. This will ensure the engine and any after-treatment devices are protected fully, under all driving conditions in all weathers. Helping to keep the engine reliable will ensure that you do not break down due to an oil related issue, that could leave you isolated or in a vulnerable position; all of which could easily be made worse if the weather conditions are horrendous.

This is where our what oil online selector comes into its own, all you need to do is pop in your vehicle registration and it will do the rest.

If you are unsure of which fluids and their specifications are required for our vehicle, you can consult your handbook, contact a main dealer or discuss your requirements with a reputable oil company. I wonder where we can find one of those?

“
**Regular checks
will keep you
safe and prevent
any unnecessary
damage to your
vehicle's engine
and systems**”

Adrian Hill
Automotive
Product Manager

Use our comprehensive online selector to view recommended lubricants. Simply select from a wide range of commercial vehicles, off-highway, agricultural and industrial plant equipment.





TRAINING DAYS

THEORY OF LUBRICATION TRAINING

DATE: Tuesday 16th January 2018

COURSE CONTENT

- Basic Function
- Defining Oil Characteristics
- Classifying Gear Oils
- Hydraulic Oil Overview
- Understanding Greases

Free to all Morris Lubricants customers and their employees

Keep an eye open for other training courses throughout the year

Educating our customers and consumers about oil is very important to us here at Morris Lubricants, we want to pass on our vast lubricant knowledge accumulated over the 148 years we have been in business to help customers choose the right oil for their vehicles or industry.

Our Automotive Product Manager, Adrian Hill of ASK ADE fame has developed a selection of training modules to help customers understand specific areas of lubricants and lubrication.

The Theory of Lubrication course will suit individuals who are new to the industry or those returning to the sector and would benefit from developing their knowledge.

Our next Theory of Lubrication course is being held in our conference suite right here in Shrewsbury on January 16th 2018.

The course runs from 9.30 to 1.30 and includes a tour of the factory.

If you would like some more information or would like to attend then please contact us at marketing@morris-lubricants.co.uk

The background of the image is a close-up, high-angle view of a racing track. It features a black asphalt surface with a prominent yellow diagonal line and a checkered pattern of black and white squares. The lighting is dramatic, with a blue glow on the left side and a yellow glow on the right side. The MLR logo is centered in the lower half of the image. The 'M' and 'L' are in a metallic, silver font. The 'R' is a large, stylized red letter with a white outline and a honeycomb texture. Below the 'MLR' text, the words 'MORRIS LUBRICANTS' and 'RACING' are written in a smaller, sans-serif font. 'MORRIS LUBRICANTS' is in silver, and 'RACING' is in red.

MLR
MORRIS LUBRICANTS
RACING

AUTOSPORT

Held at the NEC since January 1991, Autosport International will be celebrating its 28th anniversary between the 11th and 14th January 2018 at the NEC in Birmingham.

This annual pre-season event covers all areas of motorsport, both professional and grass roots, from karting right up to Formula One. Featuring the very latest in motorsport, automotive and performance engineering technology, alongside cars and exhibitors from every level of motor racing, this must-attend event uniquely caters for the industry and motorsport fans alike; encompassing two trade-only days for members of the motorsport industry to meet, network and do business and two days for enthusiasts to see the fastest cars, biggest stars and most amazing live action.

The first two days are dedicated to members of the motorsport, automotive and performance engineering sectors. Featuring over 600 of the biggest and best-known exhibitors, a number of show areas and features, a dedicated business lounge and much more, the show is a hub of international business.

During the weekend, the show opens its doors to the thousands of motorsport and performance car enthusiasts from around the UK and abroad. The show becomes a celebration of all things motorsport with celebrity appearances, live action, thrill rides and much more.

MLR SPONSORSHIP

At this years Autosport we will be launching our brand new MLR Racing Sponsorship programme supporting grassroots motorsport.

So if you or anyone you know loves, lives and breathes motorsport, then we want to meet them.

Our programme will offer free stuff, money-off online vouchers and for two very lucky individuals the chance to be mentored by Morris Lubricant ambassadors and sponsored by the company.

RACING MORGAN

We have been working together with Morgan for over a year to produce an oil for their world famous British marque which is being launched in December, just in time for Christmas, and in the spirit of collaboration and partnership Morgan have very kindly lent us a Morgan ARV6 which will take pride of place on our Autosport stand.

As well as the Morgan ARV6 you will also be able to meet one or two of our lovely staff bedecked in rather fetching racing apparel. You have been warned!

We look forward to seeing you there.





DOES EXACTLY WHAT IT SAYS ON THE BOTTLE... OR DOES IT?

As a retailer, you will have to guide your customers through the alphabet soup of oil standards... but what do these specs really mean?



CAT Magazine – March 2017

As business becomes increasingly global, especially where products are sourced for retail, the issues surrounding foreign exchange management become ever more pressing.

Packaging plays a vital role by informing the customer and trader of its contents and whether the lubricant is suitable for the chosen application. Lubricants carry key pieces of vital information that can help an end user navigate their way to the right automotive engine, transmission, brake or gear oil for their vehicle.

Choosing the right oil really does matter. Manufacturers invest millions of pounds, euros or dollars in developing sophisticated, technologically advanced engineering and expect all ancillary parts used to be of suitable quality to ensure the life of the machine for many years to come. Using inadequate or incorrect oil can accelerate wear to gears and bearings that could significantly shorten an engine's life.

In 2013 the industry faced a problem with lubricant products being sold by some new entrants with claims that just did not seem to be believable. Closer inspection found that occasionally sub-standard formulations provided by newly-established companies were being passed off as the latest specifications to their customers.

VLS FORMS

Out of this concern, reputable lubricant blenders and manufacturers came together to launch Verification of Lubricant Specifications (VLS), an industry-led service that independently validates complaints regarding the technical specifications and performance claims of products. Since then, VLS has tackled 49 cases, working through claims in a transparent process to ensure products really do deliver what they claim to. The work is ongoing and relies on manufacturers, distributors, traders and end users to report products they have any concerns over, so that they can be investigated.

When it comes to looking at claims on lubricants packs, there are usually four key pieces of information that end users need to consider carefully: firstly the SAE rating. This is a universal system invented many years ago by the Society of Automotive Engineers (hence the name) for expressing the viscosity or thickness of automotive oils. For modern multi-grade engine oils there are two numbers separated by a letter 'W' e.g.5W-30. The first number indicates a viscosity in cold or winter operating temperatures and the second number after letter 'W' indicates a summer or high temperature viscosity.

Most passenger cars require oils that are less viscous than those of say twenty years ago. Then 10W-40 and 15W-40 were the usual fare for passenger cars while now 5W-30 grades are the most popular. However, whatever the requirement end users are well advised to refer to the OEM operating manual at all times for the right viscosity oil.

Secondly, consider the API rating. Here you might see two sets of letters an 'S' rating followed by a sequence letter and sometimes an associated number. These relate to petrol and diesel engines respectively. They are not as widely used these days because of less reliance on North America technology (API stand for American Petroleum Institute).

Thirdly, there is the ACEA rating - a European set of performance standards. The so-called ACEA sequences identify relevant performance standards for lubricants based on the type of engine - usually the 'A' series for petrol engines and the 'B' series for many passenger diesels including light vans. Both 'A' and 'B' sequences are designed for vehicles not fitted with exhaust after treatment devices.

CATALYST

For vehicles that are fitted with either a catalytic converter or diesel particulate filter, the 'C' sequences apply where 'C' represents catalyst compatible.

So a typical series of sequences might be ACEA A3/B4 or alternatively ACEA C3. For heavy commercial diesel engines then the ACEA 'E' series will apply.

In any event the engine manufacturer will determine which should be used and this will be shown in the handbook, if your customer can fit it. All you have to do is make sure that these instructions are followed.

Finally some manufacturers have their own specifications and where you see these in the handbook you should select an oil with the same claims.

Examples might be Mercedes Benz MB299.51. BMW Long Life 04 or GM Dexos two.

Whatever the right oil for your end users requirements, the rule of thumb of always referring to the operating manual still holds true today as it always has.

If you have any concerns that packaging claims on lubricants products are in any way misleading, sound too good to be true, or the oil does not do what it says on the bottle then you can report them to VLS. The body handles all cases anonymously through a clearly defined process that includes technical review by a panel of experts from across the industry and dialogue with the manufacturer and all relevant parties to work together to resolve any issues.

WHAT ALL THOSE LETTERS MEAN

SAE - The Society of Automotive Engineers.

The number following these letters will indicate a lubricant's viscosity or resistance to flow.

API - The American Petroleum Institute.

The body that sets an oil's performance standard.

ACEA - Developed by the European Association of Original Equipment Manufacturers, its own performance standards specifically tailored to the needs of the European market. Upgraded every few years they cover all passenger car as well as heavy duty truck engines.



WORKSHOP PRO AEROSOL RANGE

*Meeting the tough demands of
the Maintenance Professional...*

TAKE YOUR PICK FROM OUR SUPERIOR RANGE:

- MD4 Multi Purpose Maintenance Spray
- Chain Lubricant Fully and Semi Synthetic
- White Grease With PTFE
- Anti Seize Compound
- Solvent Cleaner
- Carb Cleaner
- Solvent Degreaser
- Surface Conditioner



For a multitude of challenging applications



The Workshop Pro Aerosol range has nine products to choose from, including the flagship MD4 Multipurpose Maintenance Spray. All our aerosol products have been specially formulated to provide superior performance across many maintenance applications.

ANTI SEIZE

Part No: PSE400

Ideal for use as a thread lubricant when assembling engines and other components that are to be subjected to high temperatures and where trouble free dismantling is essential.

WHITE GREASE with PTFE

Part No: WTG400

Offering excellent resistance to water and heat and provides long lasting protection against corrosion. For use with bearings, hinges, gears, springs and O-rings.

CHAIN LUBRICANT

Fully Synthetic

Part No: FSC400

CHAIN LUBRICANT

Semi Synthetic

Part No: CCL400

Two specially formulated, fully and semi synthetic chain lubricant aerosols designed for ultimate protection of chains and sprockets in a variety of demanding applications. These include motorcycle chains, lift and drive chains, leaf and roller chains and conveyor system chains.

MD4 MULTIPURPOSE MAINTENANCE SPRAY

Part No: MDF400

Expertly formulated to provide superior performance across a wide range of challenging maintenance applications.

Chemically engineered and refined to satisfy the tough demands of maintenance professionals.

Available in 400ml aerosol cans

Contact our sales desk for more information

SOLVENT CLEANER

Part No: SOL400

A combination of powerful solvents for fast degreasing of contact and precision parts leaving no residual film. Suitable for use as a brake cleaner to remove dirt and grease from brake discs and drums and ideal for cleaning plugs, points and other precision parts, including suspension and engine components, ensuring maximum component life.

CARB CLEANER

Part No: CAR400

Designed to move dirt, grime, lacquer and accumulated oily deposits from carburetors, fuel injector systems and automatic chokes, allowing smoother operation and improved engine efficiency. Suitable for use on throttle linkages and can be used to restore tune to carburetors in-situ.

SOLVENT DEGREASER

Part No: PAV400

A high performance, water washable non-caustic solvent degreaser which makes an emulsion of grease, grime and oil that can be rinsed away with water. Safe for use on aluminium and magnesium alloy engine and gearbox casings. Easy to use and fast acting, it's ideal for heavy duty applications.

SURFACE CONDITIONER

Part No: PRI400

Specially formulated to restore a brand new finish to a variety of surfaces, including vinyl, plastic, wood and chrome. Recommended for all valeting work on dashboards, bumpers, vinyl seats, door trims and grills.

MORRIS LUBRICANTS RACING

British Pickup Racing Championship star Lea Wood finished the season on a high note at Brands Hatch with a first and second place which helped him clinch third place overall.

The 32-year-old Hereford racer, a Morris Lubricants Racing (MLR) ambassador, had been in danger of finishing outside the top three after a mid-season run of bad luck which included a major engine problem and a troublesome electrical fault in his Ford Ranger.

The gremlins stopped him finishing five races which put paid to his chances of winning the championship, but he bounced back to sign off the season in style.

“We had a good end to the season with a first, second and fastest lap at Brands Hatch,” said Lea. “The electrical fault kept catching us out and cost me a couple of races and championship points, which could have made all the difference.

“We managed to reel our way back to put pressure on second place by finishing strongly at Brands Hatch. Overall, considering the mid-season problems, I’m really pleased with third place, having achieved the most fastest laps over the season and there are a lot of positives.”

He has also been selected to spend a day mentoring Will Dyrdal, winner of the Junior Saloon Car Championship who is being supported by Pickup Truck Racing.

Looking ahead to next season, Lea has three possibilities to consider: continue in the British Pickup Racing Championship, return to the British Touring Car Championship or join the proposed TCR UK.



Lea Wood PODIUM FINISH FOR 2017

If he decides to stay with pickup racing, exciting changes have been announced to add spice to the 2018 championship. For the first time, race teams will need pitstop training as they will be required to change two tyres one side of the truck mid-race, there will be a 'dash for cash' in one race with £3,000 prize money at stake and a night race at Rockingham.

Which competition he opts for will depend on the outcome of meetings with all his sponsors before the end of December.

"I would love to be back in touring cars because that's where everybody wants to be, but the pickup championship has been very good for me as well," added Lea. "The main difference is that you need a much bigger budget for the touring car championship.

"Without the support of my sponsors and my team I wouldn't be able to race. I am lucky to have the support of my father and brother and the rest of the team around me is like family. When you have the passion for racing that's what makes it work because everybody is pulling in the right direction."

He thanked Morris Lubricants, Central Roofing, S. & P. Crossways Garage, Toyo Tyres and John Wood Tyres for their continued sponsorship this season.

Morris Lubricants first sponsored Wood in 2013 when he made his name by winning the coveted Jack Sears Trophy in the Dunlop MSA British Touring Car Championship. The relationship has since blossomed into an ambassadorial role.



Steam Candle Works.
Shrewsbury

Oct 31 187

H. R. R. R.

Bo. of James K. Morris

TALLOW MELTER & CANDLE MANUFACTURER
SPECIAL WHOLESALE AGENT FOR
PRICES' PATENT COMPOSITES, NIGHT LIGHTS, &c.
& BLINKHORN'S PATENT SNUFFLESS DIP CANDLES.

DEPOT FOR AMERICAN REFINED PETROLEUM OIL.

OMPT CASH.

20	g	Cash	✓ 4	5	5
		Returned			5
		AD			

Post 206

1.00
5
500

Rail Road

Dear Sir, I can offer you 12 C. Petroleum
in about a week. This
is the best quality.

ebay TREASURE...

Whilst browsing through ebay Managing Director, Andrew Goddard discovered an invoice dated October 21, 1877 that had been issued by his ancestor James Kent Morris, founder of Morris Lubricants in Shrewsbury, to a Mr H.Pugh for five pounds and six shillings for candles.

A note at the bottom of the invoice refers to an offer to provide petroleum oil to the customer in Liverpool and states: "This is a special offer and if you are a buyer, you will do well to accept it, subject only to supply and return".

Andrew Paid £2.50 for the invoice which gives a fascinating glimpse of the early years of the business, which began as a grocer and candlemaker way back in 1869.

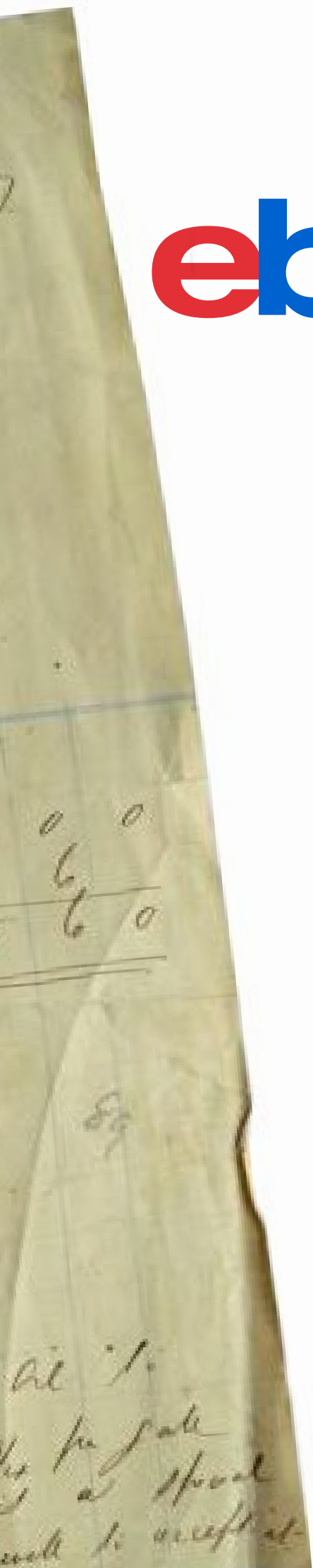
The invoice lists the business address as Steam Candle Works, Shrewsbury and it's services as a tallow melter and candle manufacturer, special wholesale agent for Price's patent composites, night lights, etc. Blinkhorn's patent snuffless dip candles and depot for American refined petroleum oil, what we now know as paraffin.

James Kent Morris showed that he was an astute businessman by importing paraffin as candles began facing competition from lamps which burned the fuel in a growing number of homes by 1877. Paraffin was also used for heating oil stoves, which he began to sell together with the lamps. Gradually oil replaced candles as the company's main business and the rest, as they say, is history with Morris laying solid foundations which have allowed Morris Lubricants to go from strength to strength.

"I occasionally search the internet for Morris Lubricant products to see if there are any old tins out there to add to our collection" explained Andrew. "I saw this invoice and thought I should buy it for the princely sum of £2.50.

"The invoice was written by my great great grandfather and obviously, the business was only eight years old at the time. It's a fascinating piece of business and family history, which I would never have come across but for the internet.

"It's amazing to think that 140 years after James Morris wrote this invoice the business is still going strong and although we no longer make candles, we still melt tallow for one of our products.



SOCIAL MEDIA

We are extremely social here at Morris Lubricants, we like to share all our news and keep you up to date with what's happening.

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