

# Blessing Petroleum launches Engen Dieselube in Cameroon

Energy company Blessing Petroleum, the official Cameroonian distributor of Engen Lubricants, has announced the availability of Engen's Dieselube 700 Super high-performance lubricating oil for diesel engines operating under high load.



The launch took place at a customer event in Douala, where the product's performance levels in on- and off-highway working conditions was received by delegates from various industries, including mining, food and beverage, pulp and forestry, marine, agriculture and automotive.

Kamil de Villiers, lubricants business manager of Engen's International Business Division, said that Dieselube 700 improves on previous versions of Dieselube as well as other products in the market, with its superior soot loading and sulphur handling characteristics.

"The technology was developed in response to new exhaust emission specifications for heavy-duty diesel engines in Europe and North America, which put extra-heavy demands on the soot-loading and sulphur-handling abilities of oils," he said. "As a result, Dieselube 700 exceeds most major American, European and Japanese engine manufacturer and industry specifications."

## Very relevant in Africa

But the reduced engine wear resulting from these qualities is also very relevant in Africa, considering the types of equipment and fuel used in the region, he pointed out. The current range of Dieselube products has demonstrated excellent field performance in local conditions, with field reports of engines completing distances of more than 1.6 million kilometres in harsh conditions before requiring major overhauls.

The lubricant returns excellent performance with extended intervals between oil drains due to fewer services, translating into lower overall costs.

Engen, a downstream petroleum products company with operations in 15 African and Indian Ocean Island countries, manufactures a vast range of lubricants under its own brand and those of Petronas Lubricants International (PLI) and ExxonMobil.

Through its parent company Petronas, it has over the years built up globally-competitive product development expertise, stemming from its relationships with leading global car makers and other equipment manufacturers. In addition, it has gathered extensive local development know-how in product lines that can withstand harsh African operating conditions.

With Blessing's appointment as its local distributor in December 2011, the distributor gained access to Engen's full range of automotive oils for petrol and diesel engines, universal tractor oils, gear and transmission oils, industrial oils, marine oils, greases and utility products such as brake fluids.

Paul Dengoue, MD of Blessing Petroleum, said that Blessing was chosen for its extensive knowledge of lubricants in both the commercial and retail streams of the market, and its excellent footprint.

Blessing's head office is based in Douala, and has representation in Yaounde, Limbé, Buea and Bafoussam.

Dengoue said that under Blessing's market custodianship, Engen's lubricants have maintained the prestige its ranges have earned in other African markets as a preferred brand in the minds of customers.

Engen Dieselube 700 Super is available in Cameroon via Blessing's retail and commercial business channels. The company operates 10 retail sites in Cameroon and has a strong presence in fuel supply to the commercial sector.

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