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MEMOLUB AND OPTIMUM OILS ANNOUNCE EXCLUSIVE DISTRIBUTION AGREEMENT FOR THE UK AND IRELAND.

Memolub, a global expert in automatic lubrication systems, is pleased to announce the appointment of Optimum Oils as its exclusive distribution partner in the United Kingdom and Ireland.

The partnership marks a strategic step in strengthening Memolub's presence in the region, bringing together world-class lubrication technology and the proven technical capabilities of Optimum Oils. As of today, Optimum Oils will oversee all distribution, commercial coordination, and market development for Memolub in the UK and Ireland.

"We are excited to partner with Optimum Oils as our exclusive distributor for the UK and Ireland," said Diego Lamarche, CEO of Memolub. "They bring the technical expertise, market understanding, and commercial structure needed to help us grow and support the Memolub brand in these important markets."

Founded in 1997, Optimum Oils has built a reputation for delivering tailored lubrication solutions in various sectors. With an engineering-led team and decades of industry experience, the company is ideally placed to support Memolub's growing customer base with insight, reliability, and service excellence.

Tom Stoker, Managing Director of Optimum Oils, commented: "Memolub is a brand that aligns perfectly with our values: smart technology, dependable performance, and long-term value for the customer. We're proud to represent them and look forward to building on their strong foundation in the UK and Ireland."

The new structure is designed to streamline how Memolub products are supplied and supported across the region. Customers can continue to purchase through their existing channels, with no change to availability or support or choose to opt for Optimum Oils who will now act as the central point of coordination, ensuring that Memolub products and services reach the market efficiently and consistently.

ABOUT MEMOLUB

Memolub is a global leader in automatic lubrication systems, offering innovative, reliable and sustainable single and multi-point lubrication solutions. Headquartered in Belgium, Memolub serves a wide range of industries including manufacturing, mining, food processing and logistics, with products designed to improve machine reliability, reduce maintenance costs, and promote operational efficiency.

ABOUT OPTIMUM OILS

Founded in 1997, Optimum Oils delivers specialist lubrication solutions across the UK, focusing on the Bus & Coach and Manufacturing industries. With a team grounded in engineering and technical know-how, Optimum provides OEM-approved lubricants and proactive maintenance support to keep critical systems performing at their best.

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