

# ПРИСТА

CORPORATIVE INFORMATIVE EDITION

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**Plamen Bobokov:  
Bulgaria has a resource  
that goes unused**



**Prista® Industrial Products**

**URSA FUEL ECONOMY TRAINING  
Gathered Bulgarian Sales Team  
and Chevron Specialists**

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**Prista Is Hot  
for Cold Blending**





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The sense of dynamic changes in oil business is in fact felt on Prista Oil in terms of company's development and fast response to the challenging times.

A path walked over 20 years made it an important producer and dealer in the region. Furthermore, **PRISTA**® became a well-known and increasingly preferred brand because of the equilibrium between the price and quality ratio. More and more customers become partners after having granted their trust in the experienced team of professionals.

The impressive dynamic development of the product range is constantly updated and follows the needs of the market. However, all this is achieved by the continuous improvement, monitoring of global trends and their implementation, in coop-

eration with the leading companies in the industry.

Constantly changing requirements and increasingly exigent machinery, aggregates and equipment require and enforce the use of high quality consumables.

If 10-years ago, motor fleet were benefiting oil replacement every 1000 km and ordinary water was used to cool the engine, today's oils and antifreeze are advanced enough over several generations and subjected to the concern for environment protection.

Prista Oil's partnership with high-tech companies such as Chevron, Lubrizol Corporation and others, makes the products manufactured and offered preferable, offering both security and reliability. Thus, the responsibility to produce costly products is entrusted to Prista oil, which in turn is engaged with adequate attitude and understanding.



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## URSA® Fuel Economy training gathered Bulgrain sales team and Chevron specialists

*URSA Fuel Economy concept was presented in Ruse in the conference hall of Hotel Residence House during the sales training of Bulgarian team*



The participants were welcomed by Mr. Tsvetomir Anastasov, CEO of Prista Oil Holding EAD and Mr. Milen Boychev, member of the Board of Directors of Prista Oil Holding EAD.

The concept of fuel economy is based on a specific product mix. It was presented by Mr. Da-

vid Spence, Direct Channel Marketing Manager, Europe, Africa & Middle East at Chevron, accompanied by Mr. Thomas Melia, Key Account Manager for 12 countries, one of which is Bulgaria.

Ursa Fuel Economy (FE) concept is based on reduction of diesel fuel consumption in heavy

duty vehicles and has two main streams: high-tech diesel fuel additive on one hand, and FE range of products including motor oils, transmission oils and coolants on the other.

Main focus is the application of 10W-30 low-viscosity motor oils and replacement of 10W-40 grades with 10W-30.

Case studies of the FE products carried out with two large companies with thousands of customers in England show impressive results. One of the companies is Gist Ltd., part of the Linde Group, where 10W-40 oils were replaced with 10W-30, namely URSA®ULTRA X SAE 10W-30. The reported outcome on fuel savings is 3.47%.

The other company - Poundland Limited - introduced Techron HD in 8 vehicles. Company's annual fuel bill is around 10 million Euro, so the achieved fuel savings of 3.5% is an impressive result.

During the training the speakers made an overview of the current oil specifications for heavy

duty diesel vehicles. They shared with the audience their expectations for upcoming innovations and changes in the structure of the diesel engines and the latest trends in product development to meet the new requirements.





# Chevron Experts Talk to Prista Magazine

## *Global Manufacturers Move from Group 1 to Group 2 Base Oils*



*Mr. Thomas Melia has been working for Chevron for 16 years. He has experience in the supply chain. During the last 5 years he is a Key Account Manager for 12 countries and Bulgaria is one of them. He has a degree in chemistry as well.*



*Mr. David Spence has been working for Chevron and before that for Texaco since 1988. He has a degree in chemistry. Currently he holds the position of Direct Channel Marketing Manager, Europe, Africa & Middle East. He mainly works with OEMs and commercial fleets, as well as in marketing and sales.*

**Chevron is a high-tech company. Should we expect any innovations in lubricants manufacturing?**

**Mr. Spence:** The biggest recent change is the shift from Group I to Group II base oils. So the rest of the changes like new OEM requirements and specifications will follow the trend. Lubricants producers cannot meet the new requirements if they keep using Group I base oils. Many of the plants for production of base oils from this group are already closing. Chevron is one of the few companies that has closed the cycle – production of Group II base oil, production of additives and marketing of the finished products.

**Low viscosity and light in color oils are entering the market, despite the well-known darker and thicker products. Should consumers be concerned about this?**

**Mr. Spence:** The oil gets lighter because additives that are used are getting better and better. The color of the lubricant to a large extent depends on the purity of the base oil. In the past, as base oils of lower quality were used, the color of the final product was darker and more intense. Good quality lubricant is light in color and can be transparent like water.

Dark color lubricants have disadvantages that can be experienced during their use. Lighter products are associated with higher quality.

**Should we actually change our perception of these products?**

 **Mr. Melia:** Yes, and it is a matter of education. Our customers should be able to learn and know more about the new products. Information sharing and education process should be performed by lubricant producer, who would educate the distributors, followed by the sales teams and retail experts.

We need to point out the role of OEMs here as well. They are also interested in educating customers and sharing the latest news with them, which contributes to the process of choosing the most appropriate lubricant for their equipment.

**A tip from you for our readers: what is the easiest way to choose the right product?**

 **Mr. Melia:** The best way is to follow the recommendations of the OEM. Moreover, correct advises are supposed to be given by specialized workshops.

You can also get the latest information about Texaco products from Chevron Lubricants Recommendations Guide available online. This simple to use tool is designed to help you match the correct lubricants to your vehicle's needs. After answering a few simple questions you will be able to view or print

a detailed lubricants recommendation chart for your vehicle. It is free and available in many languages including Bulgarian.

<http://chevron-eu.lubricantadvisor.com/default.aspx?lang=eng>

 **Mr. Spence:** You need to rely on well-known brands one of which is TEXACO®. Lubricants produced by large and established companies must go through several levels of testing. It's not a problem to buy base oil and additives and mix them together. This, however, does not guarantee the production process and compliance with certain technological requirements to ensure the quality of the final product.

We must not forget that if you use lubricants that do not meet the requirements of the OEM, the warranty of the equipment will not be accepted if a problem occurs.

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*\*OEM - Original Equipment Manufacturer*

## Plamen Bobokov: *Bulgaria has a resource that goes unused*

***„We are heading in the right direction but still have a long way to go in order to become an attractive destination for both investments and living”, says the President of the Board of Directors of “Prista Oil”***



*Plamen Bobokov is the Chairman of the Board of Directors of Prista Oil Group B.V. and Chairman of the Supervisory Board of Monbat AD. He is a member of the Management Board of CRIB. Together with his brother, Atanas Bobokov, they found Prista Oil in 1993 which today produces over 150 types of motor and industrial oils and has own production plants in Bulgaria, Turkey, Hungary, Uzbekistan. Monbat, part of Prista Group, produces starter batteries and stationary batteries and is a good example of privatization. Along with successfully expanding its activity in Bulgaria, it has other recycling facilities for used batteries built in Romania and Serbia. The business, owned and managed by the brothers Bobokovi, has been operating in more than 20 countries across Central and East Europe, Middle East, Central Asia and North Africa. The two brothers are the biggest private investors in the multifunctional Bulstrad Arena Hall Ruse. They are also one of the major patrons and donators in Bulgaria.*

Tatyana Yavasheva

**Mr. Bobokov you have 24 years of experience in entrepreneurship. What are your “golden” rules for a successful business?**

-True business needs a long-term planning and time for the realization of the desired outcomes. Here is why I think that rule number is to be patient. I learnt from experience that sudden and quick business undertakings are bound to fail in the end. Another golden rule is to select and work with people more skillful and smarter than you yourself. And when you create a team with these people that it is based on trust. Loyalty and trust are of paramount importance. An entrepreneur should be a good psychologist as well and if he can't be that then he should hire a specialist to assist him with it. Right selection of both management

and teams is essential. Business is driven by people and it is on their skills that the speed of development and the results depend. I recently learnt another rule from the “golden” ones after having paid a too high price for it, of course. In business there is no place for emotions – they can cost you dearly.

**- Why did you learn this now?**

Maybe it's because I am less emotional now than in the past.

**- What was the case behind?**

It was the multifunctional Bulstrad Arena Hall in Ruse that was recently opened, an amazing project. In addition to its modern and beautiful looks, it is also of great benefit for our hometown. For me and my brother Atanas, the motive behind its building

was sentimental. The end result is really impressive; however what this did cost us is another thing.

**- Let's talk price...**

Big investments timed badly, deviation from serious business, putting at stake other operations. The conclusion is that business people should always be thinking coolly without bringing in their emotions. But life from the other hand would be extremely boring if deprived of feelings and emotions. People should not be associated with computers that simply make calculations. After all, are not our feelings and emotions that make us people!

**- You operate in more than 20 countries across Central and East Europe, Middle East , Central Asia and East Africa. You have production plants at home and abroad. What place is Bulgaria today for doing business and production?**

If we look at it as an isolated case, it is not bad. But if placed in competition with other countries, the entrepreneurs aim at projects where they are most likely to succeed and for the biggest markets. Bulgaria is not even in top three on the Balkans. Romania is far more attractive. Our country is small, no offence for the patriots, I am a patriot myself, but our country is in decline. We disappear as a nation. There are no people – no consumers, and when consumers are gone business is gone. The faster society realizes this trend the better.

Why would anybody want to do business with a small country which vanishes by 40 000 people every year? For an entrepreneur the costs and the efforts for investing into a market of 5 million people and a market of 30 million people are almost the same.

**- Our politicians have been stating for years that Bulgaria could become the gateway to Europe for the Asian business...**

Didn't they hear of straits, the Dardanelles, the Bosphorus? What a gateway could we possibly be?! In order to put into practice the idea of attracting investors, you need a long-term policy and I don't see here people thinking in perspective. Maybe an exception to this is the construction of highways we cannot do without. There are so many other things that need to be done in order to make ourselves attractive.

**- When competitive advantages of Bulgaria are lost, when we are lacking labor force, should the business give up investing here?**

Just the other way round. If we launch a program for investment in economy development and production under the Juncker plan that will be having 315 billion euro at its disposal, me and my brother, we will apply for building a new production plant in Bulgaria.

**- How are you planning to solve the problem with the labor force?**

There is not a single Bulgarian businessman who isn't aware that labor force is an issue. Even more – the mass „braindrain“ from our country noticed during the last few years makes it even harder and more expensive to come across qualified people.

**- In this case, would finding people from third countries solve the problem?**

I haven't heard of any state policy in that direction. I would recommend introducing immigration concessions despite of the fearful psychosis among people towards asylum seekers. There are people

out there who would embrace the idea of coming and working in our country because the situation for them here would be better. If we ignore the business environment, Bulgaria is a lovely place. The wonderful landscapes and the fantastic food may be our greatest asset.

**- What is the formula for doing business “in the light” the way CRIB<sup>1</sup> calls for it?**

Me and my brother, we don't know a formula other than the one where your business is always in the light. The more your business is clear, pure and correct, marked by clear rules of work, of interaction with partners, clients and administration, the bigger your chances of selling it at a higher price. If you closely observe the history of Prista Oil, you will notice that in 2000 after the deal with Texaco was finalized, we attracted a powerful international corporation which turned our perception of business, reporting and corporate culture upside down. Only 6-7 years later, already having adopted good corporate practices, we kept moving forward. Since then we have many different partners. All of this was made possible by doing business the right way, with transparency, correctness and consistency, without small tricks which in the end cost more than had you paid your taxes and spared yourself the trouble. In moral and social aspect, if you want to live in a well-run country, you must pay your taxes. And here comes the demotivating question whether these funds are being used appropriately and as planned or at the expense of society through different types of dirty techniques. The purity of business is not decided separately, it is an entire process.

**- How to discipline those who manage our money?**

I think the problem with today's politicians partly lies in the fact that almost none of them has any business experience.

**- Why do we fail to create in Bulgaria the desired environment for living?**

I think we've already headed in the right direction, though slowly, with all the difficulties, rises and falls this involves.

**- You know the business environment in Serbia and Romania. How do they differ from Bulgaria?**

Serbia is very similar to Bulgaria – not only in terms of

mentality and behavior but as regards politicians and entrepreneurs as well. They are currently in an early stage of capitalism with a certain degree of democracy. There are no huge differences between us. Romania however is significantly ahead of us.

**- How did this happen?**

Did nobody knew it was for the anti-corruption policy, the judicial reform and the reforms at each and every level? For investors this is a warranty.

**- We know what people in Romania do but why we don't apply the same model in Bulgaria too?**

I am not a politician and I am not in a position to answer this. It may be that this is more convenient to them; there is no political will or desire.

**- You are successful in your business. Will you enter into politics?**

In order to do this, I must have ended my business and I don't feel like changing it with something else. We have many new projects we are preparing to carry out. Furthermore, the conditions, the environment and the need for that should also be present. Right now I don't see a need for radical politicians. Judging by the election reports, people are happy with what they have.

**- You still don't have production plants in countries from West Europe. Are you planning to open such?**

We enter only those markets where margins and profits are highest. It makes no sense being in West Europe only for the sake of being there. We did such expensive experiments in the past and they brought no relevant return on investment. We have concentrated on Central Asia and Africa.

**- Is Africa the next business destination?**

There is a potential out there. This is the continent where Bulgarian products can domineer, but we need to hurry. In Africa there is no demographic collapse, population is growing and this is the continent richest in resources.

**- Is it an advantage to have your brother as a business partner?**

Together we make a perfect team. We complement one another. As individuals, we feel love and respect for one other. For many people shared business can be

<sup>1</sup> Confederation of Employers and Industrialists in Bulgaria

a problem. Among brothers too. But we are far from being the only two successful brothers doing business together.

**- When will some of your new projects come to light?**

By the end of this year with the major project taking place in Bulgaria.

**- If you were an young entrepreneur now where would you start your business?**

Opportunities always exist – at every stage of development and in every country. The key is to hit the right time. There are more than ten projects I wish to carry out in Bulgaria, but I try to stay focused on my business and limit side activities. The more experience you earn the more opportunities you will see and the more unexperienced and young you are less opportunities you will notice. I have no idea what I would do now if I had to start from scratch.

**- Whom did you learn from?**

Aristotle Onassis is a good example. He starts with only 100 dollars in his pocket and he turns disadvantages into advantages, changes businesses. Business leaders associated with technologies are the new trend now. We, on the other hand, stay focused on production.

**- Does the fact that you wanted to become an actor help you in the business?**

Yes, since we come on stage every day.

**- Do you have a favorite maxim?**

„The more the more“, says Winnie the Pooh. But there are many others: „No good deed goes unpunished“, „Better to lose with a wise man than to win with a fool“.

**- Which proverb, do you think, describes the situation in Bulgaria?**

„The barking of a dog does not disturb the man on a camel“.

**- What do you think is still listed under “Dreams”?**

I have so many unrealized dreams. Most of them relate to simple things in life: to sleep by 10 am, to come back home from work at 3 pm, to have fun. I dream of being able to spend more time with my family and the kids.

**- These are all things which business takes away from**

**you. But what does it give you??**

A business of such a scale brings an array of opportunities – travelling and knowing other countries, allowing yourself a higher standard of living, communicating with people you wouldn't be able to communicate with otherwise, to make good things from time to time because some things in life require a good amount of money to be done.

**- What hobbies do you have?**

I thought I had three hobbies but is it really a hobby the one you don't practice?! One of my hobbies is hunting, to the horror of all animal defenders. I am fond of winemaking but there are already specialists who do this for me. Another hobby of mine is collecting which now has come to a standstill.

**- What is your dream for Bulgaria?**

To establish itself as a country with international image and dignity. It is degrading to stay behind. It will be bad if we get used to it. It will be encouraging, if there are more nice things happening in our beautiful country. But for this we need to work hard – all of us. The lack of willingness for further development kills the spirit of people and turns them into an amorphous mass.

**- What is the key to change?**

Education. It gives greater scopes for a person to start dreaming and achieving. It is not at all complicated – if you can't do something within years, then see who the best world example is, examine it and then apply it. However, it is the desire that forms the basis of it all. And another thing – in order for the change to take place I think it's important that each one of us asks himself the questions “What have I done to live a better life? Is this enough and can't I put more efforts into it.”

*Quotes:*

*\* The more your business is pure and correct, the bigger your chances of selling it at a higher price.*

*\* Africa is a continent full of potential and if we hurry up we can find a good market for our products.*

*\* If you can't do something within years, then see who the best world example is, examine it and then apply it.*



## Prista Is Hot for Cold Blending

***The New Revolutionary Technology Increases Production Capacity and Leads to Better Results***



**Milen Boychev** - Member of the Board of Prista Oil Holding

*Bulgarian lube maker Prista Oil is upgrading the blending technology at its Ruse lubricants blending plant in Bulgaria, and hopes to persuade others to do likewise*

In the first phase of the upgrade, performed in June, the plant's capacity of 110,000 metric tons per year was increased by 5,000 t/y. The company's management expects additional capacity in the near future. "Our rationale was not so much to increase the plant's capacity but rather to test and implement a new blending technology that gives excellent results compared to the traditional mechanical or in-line blending," Milen Boychev, Management Board Member of Prista Oil, told Lube Report.

In partnership with a Russian

engineering team associated with Warsaw, Poland-based GQOil Innovation Europe, Prista now aims to promote CCBL – cavitation cold blending lubricants – technology in Europe. "It is a novel technology that can be simply described as imploding air bubbles in the cavitation zone that can mix the components on a molecular level," Andrzej Chodynieski, chief operating officer of GQOil, told Lube Report.

A key advantage is the reduced time and reduced temperature needed to accomplish mixing, according to Boychev.

"Reduction of the time increases the throughput [volume], and reduction of the temperature decreases the energy costs. Both performance indicators are key factors for any lube blending process." He added that the technology allows blending to be performed at about 20 degrees Celsius, versus the 40 to 60 degrees needed in conventional mixing processes.

In cavitation blending, base oils and additives go into a pre-mix tank and are mechanically stirred for 10 to 20 minutes. This "pre-mix" then is fed into the CCBL

unit's columns.

Here, the liquid is pumped at great velocity through a set of holes. As the moving liquid exits the holes under pressure, it releases air bubbles in the cavitation zone. These bubbles rapidly collapse due to the pressure of the surrounding oil, which generates a burst of energy that can be harnessed to disperse and homogenize the ingredients.

„The collapsed bubbles generate a jet of surrounding liquid but produce intense local heating, high pressures, and enormous heating and cooling rates also,” Chodynieski related. The effect “takes a few microseconds and is on a micro-area level, so the temperature of the whole premix increases only by 2 or 3 degrees on the output side.” Any remaining bubbles move to the top of the liquid in the finished tank, mechanically mixing the components in the process of de-aeration. Finally, the batch in the finished product tank is ready for testing, storage and packaging without any additional mixing.

GQOil boasts that this process eliminates the need for reblends or corrections (i.e., additional blending because a finished product does not meet the target specification). “Normally this happens in low-volume, 10,000

ton per year or smaller mechanical blending plants, when producing small batches,” Chodynieski said. “CCBL secures a better mixing process, and if dosage is made correctly, the finished lube results are perfect.

The equipment is not complicated to install and launch, said Prista, and is available in stationary and mobile versions. The mobile version is designed to fit into a 20-foot shipping container (or a 40-foot container including control room and lab), so it can be transported to smaller or off-shore sites. Prista is offering demonstration visits to potential users, and the partners are working to further develop the system as an integrated dosing and blending unit.

A report posted at GQOil Innovation's website (<http://www.gqoil.com/new/INDUSTRIAL%20TEST%20REPORT%202015.pdf>) shows operational and quality data from actual batches of engine oil produced at Prista using CCBL. The tests, performed at the Bulgarian blender's ISO 17025-certified laboratory, “proved that this technology and equipment secures smooth production and high blending efficiency,” the companies said.

GQOil added that its engineers have extensive experience in

working with the mining and lubricant industry. The cavitation cold blending lubricants project was started as a prototype five years ago, and the concept dates to 2007, according to the company's website.

Based in the Danube River port city Ruse, Bulgaria, Prista Oil is one of the biggest lube marketers in Eastern Europe. Its main business is lubricant and grease production, and it also manufactures LED lights and car batteries. The company has lube production facilities in Bulgaria, Turkey and Hungary. It also owns a blending plant in Uzbekistan, in a joint venture with the Uzbek state oil major Uzbekneftegaz.

*Source: LUBE REPORT, BY BORIS KAMCHEV • SEPTEMBER 9, 2015*

## Prista oil presented Gulf Oil Marine products at 2015 BALTEXPO fair in Gdansk, Poland



Baltexpo Exhibition is one of the largest and most important events for the maritime sector organized in Central and Eastern Europe. Various companies from the Baltic region participate in Baltexpo Fair to present their achievements, development programs and possibilities of regional cooperation.

The participants of 2015 Fair

presented diverse sectors of maritime industry: shipbuilding and ship repair, offshore, port and maritime infrastructure, maritime transport and logistics, safety and security.

Prista Oil presented its services as a Gulf Oil Marine authorised distributor for the territory of Lithuania, Latvia, Estonia and Finland. Today, thanks to Prista Oil and Gulf

Oil Marine partnership, the full range of GulfSea branded products is available at all ports in the region. The local teams of professionals and experts in local regulations ensure prompt and reliable supplies for the shipping industry.

At the Fair Prista Oil introduced Gulf Oil Marine's newest lubricant, GulfSea Cyclare ECA50 which was specially designed for



2-stroke engines running at slow speeds using <0.1% sulfur distillate fuels, critical for customers' vessel operations in the Emissions Controlled Areas (ECAs).

This product group becomes more and more popular since the implementation of Emission Control Areas (ECAs) on January 1st, 2015. According to the new regulation, all vessels sailing the Emission Control Areas of the Baltic Sea, the North Sea and English Channel, the waters off the US and Canadian coastlines and the US Caribbean Sea, are now required to use fuel with a maximum sulphur content of just 0,1% - a significant reduction from the current ECA limit of 1%.

GulfSea Cylcare ECA 50 is fully compatible with the rest of GulfSea Cylcare cylinder oils and is now

available in Prista's Baltic warehouses.





## Chevron EMPOWERS Prista teams for growing together



Prista Oil Czech and Hungarian sales teams gathered in Bratislava, Slovakia to kick off the implementation of Chevron's 'Sales Force-mpower' CRM tool in a live operational environment.

Mpower is a powerful marketing and sales platform focused on business growth via advanced management of leads, opportunities and campaigns. Chevron and their partners use it in the USA with remarkable success and Chevron's goal is to have it implemented by their distributors across Europe in 2016. Prista Oil, as an authorised distributor of Chevron's Texaco branded lubricants in many coun-

tries of the Central and Eastern European region, is the first among Chevron European partners to implement the platform.

'The CEE team is excited to be part of this pilot project' – says Tivadar Runtag, Central & Eastern Europe Cluster Manager at Prista Oil. 'Working with Mpower will help us identify more business opportunities, win new deals faster and build more meaningful and lasting customer relationships.'

James Welchman, Marketing Manager Europe at Chevron Lubricants introduced the platform to the CEE team during the workshop

in Bratislava. 'When we discussed at Chevron which of our distributor partners we should work with first as we roll out the tools across all our markets, we chose Prista' Mr. Welchman said. 'We know they share our vision of growth, have strong sales process discipline and, importantly, have experienced leadership who agrees to take accountability for driving the behavioural and process changes that are required to make this a success.'

Anastasios Topalis, member of Prista's management attended the workshop as coordinator of the future implementation of the tool in all Prista business units.

'Like many times during the long standing co-operation, adapting a Chevron system is a challenge that would drive business in a higher level and increase future competitiveness' Mr. Topalis commented.

'Each member of Chevron and Prista teams has a part to play in the journey, whether sales, marketing, customer service or logistics' Mr. Chris Dyer, UK/Ireland and Export Sales Manager at Chevron Lubricants adds. 'We know that you, like us, will see your sales pipeline and business wins grow. We look forward to bringing all the other Prista markets along with us.'



**Gábor Egri, Key Account Manager Hungary is working with Mpower**

## The sales profile of the future

*Competency Model is the Special "Success Recipe"*



*On 16th of October the senior representatives of the sales team of Prista Oil Holding from Bulgaria, Romania, Czech Republic, Hungary, Turkey and Serbia met in Bucharest. Along with enjoying networking and exchanging ideas and good practices, the participants dedicated a lot of their energy and efforts to brainstorming sessions of few hours assisted and facilitated by Atanas Oshavkov, Group HR Manager and Tivadar Runtag, Business Unit Manager for Central Europe.*

The objective is to start a process of defining and bringing out those skills, knowledge, internal settings and pattern of thinking of the sales representatives that will lead to successful sales in our business. The end goal is to develop a specific for Prista sales team "formula for success" or the so-called in Business Management Compe-

tency model. This model resembles a specific DNA code for the relevant organization. It defines not only WHAT should be done in the sale activities but also HOW to attain the set goals, in what way and by which behavior pattern.

The need for building a Competency model for the commercial

structure of Prista arises from the fact that the management sees the sales force of the company as a key instrument for gaining a competitive advantage on such a difficult market, as is the market of lubricants and coolants.

The creation process of this commercial DNA goes through

planning of extra sessions with the two major commercial organizations in Prista – the one in Bulgaria and the one in Romania. Upon its approval, this model is expected to be introduced into the Performance management system for the sales teams, and influence the strategic planning of the processes of learning, development, attraction and retention of talents in the company.

The Competency model will benefit the company by standardizing the performance management processes in the different countries through the implementation of uniform criteria for success on the market. In this way, the attainment of objectives will become a systematic process, and not a one-time effort and break of individual sales representatives.

In the light of sales force development budgets for training will be much more focused and properly targeted and hence much more efficient and effective. The competency model can be used as a basis

for the system of talent development across the entire organization. From structural point of view, this will result in better homogenization between the commercial organization in Bulgaria and the organizations in the different countries. This will add to the motivation of the sales specialists which will then will have a clearer view of which behavior on the market in the form of applied knowledge, skills, experience and attitudes would lead to success, what are their strengths and where would a support be needed for their personal/ professional growth.

The stages of development and introduction of the Competency model will be followed by a stage of implementation – progressively or fully during the following 2016.

The management envisions that within 1-2 cycles after the integration of this model into the company policies related to sales force, it should lead to quality improvement in the processes and

hence improvement in the effectiveness and efficiency of the commercial activities.

*Atanas Oshavkov*  
Human Resources Manager



## “MARS Armor” OOD entirely trusted in the oils of Prista oil



Пламен Ташков - собственик на „МАРС Армор“ ООД



The Bulgarian Limited Liability Company “MARS Armor” OOD achieved successes with hard work and a lot of knowledge - this is the belief of its owner and manager, Mr. Plamen Tashkov, who is constantly recognized and praised by numerous testimonials on various major forums and specialized business publications.

Those who love their jobs will do it well.

‘I produce Body Armour for 25 years, ever since I was an Officer in the Bulgarian army’, tells the ambitious graduate from the Higher Military Artillery School in the Town of Shumen. Back in 1990, in the Army Institute of Research, I started being interested in these things. In 2000, however, this Institute was closed. Then, to make it possible for me to continue running this business I established a Company.

It’s quite specific activity. Materials, technologies,

and markets talk about a modern and high-tech production.

It’s about a very high production level, which mostly the suppliers of materials can see, as they have a look at the whole world.

In my opinion, this is the most modern factory for the production of body armour in the whole world at a technological level.

### Was the ambition to reach here set at the very beginning?

When we started, we followed the objectives and tasks in a long term scale. Therefore, step by step, year after year, we grew up at a very fast pace. Of course, we made serious investments. 90-95 percent of all gains were invested. Thus, the dynamic Company’s growth was secured, by times.

**Why are you located in the Town of Kostinbrod? Is this related to the fact that there was a Match's Factory and a military production?**

Not at all, just when we were looking for a place to build the new production facilities in Sofia, there wasn't a suitable location as appropriate for the suggested technological processes. So, we got to the Town of Kostinbrod, which takes the 6th or 7th position on economic development among the Municipalities in Bulgaria, because there are really very good conditions created for running business. We face no obstacles by the Municipality but only an assistance.

**The Company's Management - a family business, a joint stock company or something else?**

A family business, my wife and I we are partners. My oldest son also works at the Company. Since we have been constantly expanding, we plan a conversion to a joint stock company. Possibly, we will list the Company on the Stock Exchange.

**This modern production entails working with modern, expensive equipment. Do you find the right specialists?**

Anyone who comes to our Company has to get trained. According to our practical experience, this training lasts at least a year.

**THE MARKETS...**

The Company operates throughout the world; it exports its products in 44 states - for the army and police only. The civilian sector is very small, probably under one percent.

Since a year or two ago we have become the Company no. 1 in Europe and in the Top 5 in the world for the production of body armour, helmets, shields -



all associated with personal ballistic protection. Our Company is unique; this is the only thing we produce and nothing else. This type of businesses exists only in America, Canada, India, Australia, and South Africa, where there is a large market for body armor.



We envisage starting the production of helmets. There is an Innovation and Competitiveness EU Project, the lines are ready, the machines are set up.

By the end of the year, the first series of approximately 500 helmets will be produced.

This market in Europe is limited. There are some companies that, apart from the body armour, have other productions - such as uniforms, protective clothing, etc.

We envisage implementing the last expansion. The plant was built in 2012. We started to build the Extension 2 which was forced by the need for better logistics and warehouse.

About 180 people are involved in the production, as at the end of the year the figure will exceed 200 people. Investments are over BGN 15 million.

#### RELATIONS WITH PRISTA OIL

Yet, 4-5 years ago, when we installed the first pressing machine, we contacted Prista oil, in order to use their hydraulic oil. Ever since we fuel our presses only with the oil produced and offered by the Ruse's Company.

Currently, we have a new heating system operating with oil. That's why we bought thermal oil which allows heating up to 300 degrees.



#### ABOUT THE BREAKING POINT - WHEN MARS, FROM A SMALL COMPANY, BECAME A SERIOUS COMPANY...

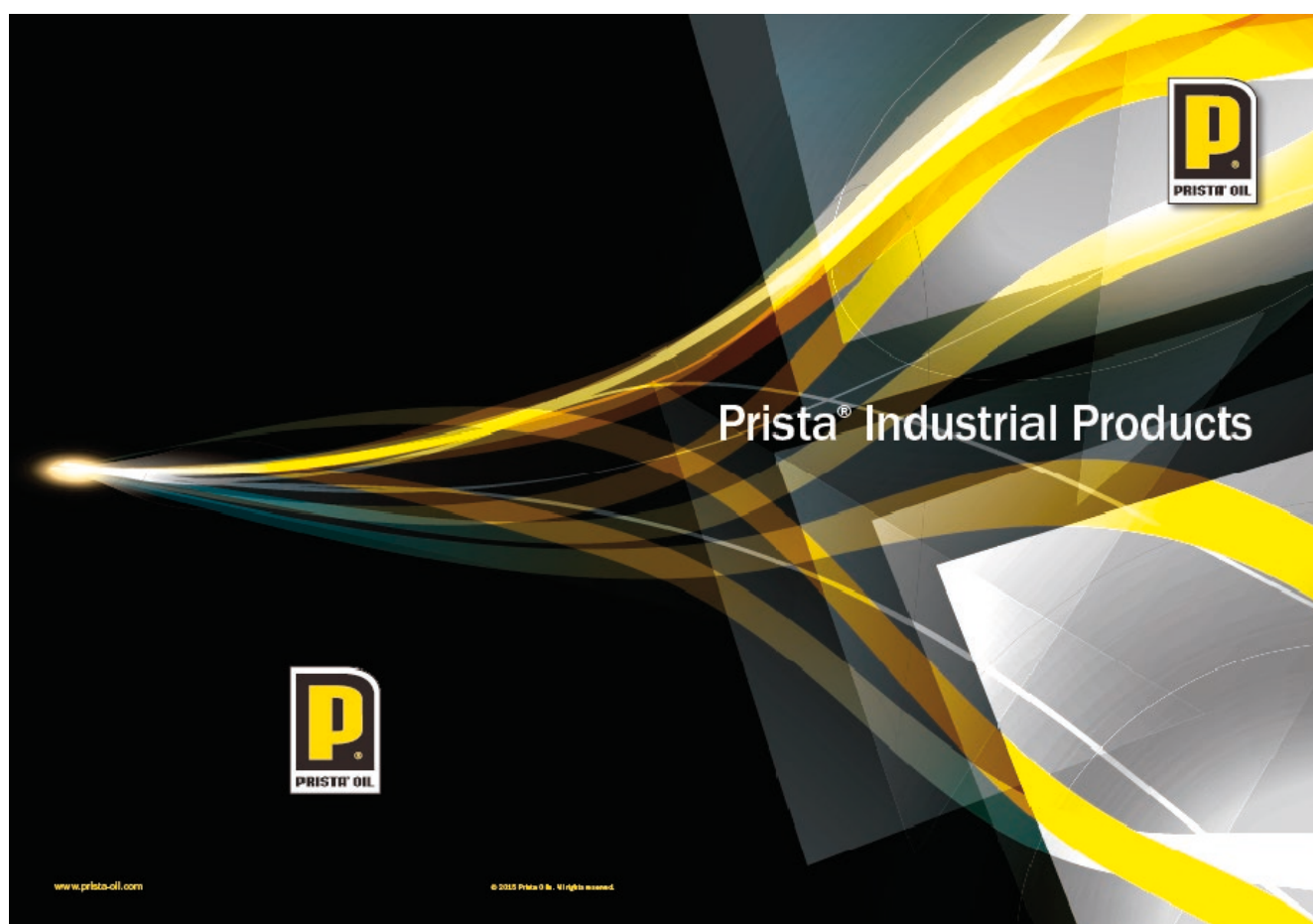
Probably when we began to supply body armour to the Egyptian market, both for the army and the police. ... As well as the problems that we had with our attempts to enter the Bulgarian Army market. Four international tenders were held, 3 of them were cancelled, as we were winning. A French company won the last one due to the ridiculous conditions under which we were forced to tender in a Consortium and we were again the best one.

Company's advantage is ensured by its own laboratory and the fact that it works with all suppliers of ballistic material. It is produced by only a few companies in the world. DuPont has Kevlar, Teijin Aramid - Twaron, DSM Dyneema makes Dyneema, Honeywell - Spectra.



# PRISTA® Industrial Products: Get More Than a Lubricant

Supported by Lubrizol



*A new concept for **PRISTA®** industrial lubricants will be introduced in 2016. Together with Lubrizol Corporation, Prista Oils is working on a marketing project for hydraulic oils, gear oils, insulating oils, turbine oils and greases.*

*A fresh, innovative way of showing the benefits of Prista products will be presented to the customers, proving that with our products you get not only high quality lubricants, but much more.*

# INDUSTRIAL OILS

*/continuation from previous edition/*



## SYNTHETIC OILS

Oils obtained from PAO-based formulations, esters and diesters of different acids, such as phosphoric, silica, various organic acids fall in this category.

These are oils of high viscosity index, complete absence of sulphur and nitrogen compounds, low volatility, good anti-wear properties (low temperature fluidity, low viscosity, very good fluidity at low temperatures), and excellent thermal and oxidative stability.

Thanks to these properties, industrial oils, produced with Group IV base oils, allow to significantly extend their term of service before replacement. The main „disadvantage“ of these oils is their higher price.

## NON-COMBUSTIBLE FLUID

Several catastrophic fires occurred, caused by a pipeline rupture and leakage of crude oil fluid into the ignition source. As a result from the increased focus on industrial safety programs, the use of fire-resistant hydraulic fluids is grown. There are two basic types of non-combustible fluids: water and non-water based.

Water-based fluids include 'Oil-in-water' and 'Water-glycols' types of emulsions. Their fire-resistance (non-combustibility) depends upon their water content. The most common emulsions are complex mixtures between oil and water, containing emulsifiers, stabilizers and other additives, the purpose of which is to achieve easy emulsification and emulsion stability.

„Oil-in-water“ emulsion consists of small oil droplets, dispersed in a continuous aqueous phase. Given the continuous aqueous phase, the main fluid characteristics are closer, more similar to those of the water rather than to oil. „Oil-in-water“ emulsion has excellent cooling properties and low viscosity. In order to overcome the bad rust-resistant properties of water, special additives need to be used. Small oil droplets provide some lubricating properties to the emulsion, but in order to achieve an improved lubrication, special additives are required. Fire-resistance of „Oil-in-water“ emulsions is very good due to the high water percentage.

“Water-in-oil” emulsions consist of small water droplets, dispersed in continuous oily phase. And while dispersed water provides fire-resistance

(non-combustibility), continuous oily phase provides good lubricating properties. Given the dispersed water, the emulsion cooling properties are improved than those of oil. The amount of water used in the emulsion should be established very carefully and in practice, until reaching an optimal ratio, which ensures the provision of adequate fire-resistance, by preserving the necessary lubricating properties.

Water-glycol based fluids consist of 60% water, in order to ensure their fire-resistance, glycol and water-soluble thickener. The thickener ensures the desired viscosity to the fluid. They contain additives to prevent foaming and corrosion, by giving them good anti-wear properties, but providing a fire resistance that satisfies the requirements.

Operating temperatures of the water-glycol fluids should be maintained below 49°C to prevent evaporation of the fluid and deterioration of its capacities and vice versa. Working at operating temperatures below 0°C can cause separation of the fluid phase or adverse effects on the additives.

Non-combustibility of non-water or synthetic-based fluids relies on the „innate“, natural fire-resistance of their basic material. They include phosphate esters, halogenated hydrocarbons and their mixtures. Given the natural fire-resistance of the basic material, the non-combustibility of these

fluids is ensured.

Phosphate esters are used as basic material for fluids, which should be non-combustible, i.e. fire-resistant. Phosphate esters are much more stable to ignite and are much less prone to maintain combustion than other fluids, as their ignition temperature is above 200°C, and their auto-ignition temperature is above 480°C.

#### BIO-DEGRADABLE FLUID

New environmental considerations and requirements gave impetus to the development of new types of fluids that meet the requirements set. Given the potential risk of damage to the environment, existing in the case of any leakage of fluid into the water, the soil or other vulnerable locations, many users of industrial oils switched to the biodegradable oils. Biodegradable fluid is one that under the influence of living organisms can dissolve (degradation) into harmless products (water, carbon dioxide, mineral salts and biomass) for a reasonably short period of time.

Most of the today's bio-degradable fluids used are those based on vegetable fats (oils). The vegetable oils are suited for most hydraulic applications. However, though the vegetable oils are suitable alternatives for conventional, mineral based oils fluids, they are not exact replacements. Vegetable oils use

different base stocks and additives so the resulting finished fluids are bio-degradable, which work even better than mineral oils in some applications but have restrictions in others.

Bio-degradable fluids tend to oxidize and have a shorter life compared with conventional, premium-grade hydraulic fluids at temperatures above 180°C.

Due to temperature restrictions of bio-degradable fluids, some manufacturers of pumps changed the nominal parameters of their pumps to make them suitable for bio-degradable fluids. Except for the temperature restrictions, most bio-degradable fluids do not require change compared with conventional ones. The best bio-degradable fluids are remarkable with their load-carrying capacity and anti-wear properties.



# **PRISTA®**

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# **15W-40**

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# Prista Oil and Aexcel Auto Spares Ltd take a business journey together

*Loyalty and commitment towards the customers are the aspects that uplift Aexcel Auto Spares Ltd to become one of the best distributors of Prista Oil*

The partnership between Prista Oil Holding EAD and Aexcel Auto Spares Ltd dates from the beginning of 2014. Both companies provide the transport companies in Kenya and the region with high quality Heavy duty lubricants. Among them - **PRISTA**® SHPD VDS-3 15W-40 - multigrade engine oil is formulated with exceptionally high quality and carefully balanced blend of solvent refined, hydro-treated and synthetic base stocks and high performance additive technology to provide superb performance and excellent durability in service.

The product is recommended for highly rated diesel engines in commercial vehicles, trucks, buses and equipment in road construction and agricultural industry meeting Euro I, Euro II, Euro III, Euro IV and Euro V emission requirements and running under severe conditions.

It is suitable for engines without particulate filters, and for most EGR engines and most engines fitted with SCR NOx reduction systems.

The value of the oil you choose is more than its price.

It's the cost of avoided downtime from repairs. It's the cost of staying on schedule. It's the cost of peace of mind and reliability. It's the cost of your reputation. **PRISTA**® Oil's unique formulations deliver increased performance and help your profitability by providing:

## SAVINGS DUE TO:

- Better fuel economy because of the engine running cooler
- Saving downtime by keeping more trucks on the road
- Reducing the cost of repairs

## BUSINESS GROWTH DUE TO:

- Increasing your reputation and reliability by keeping you on schedule

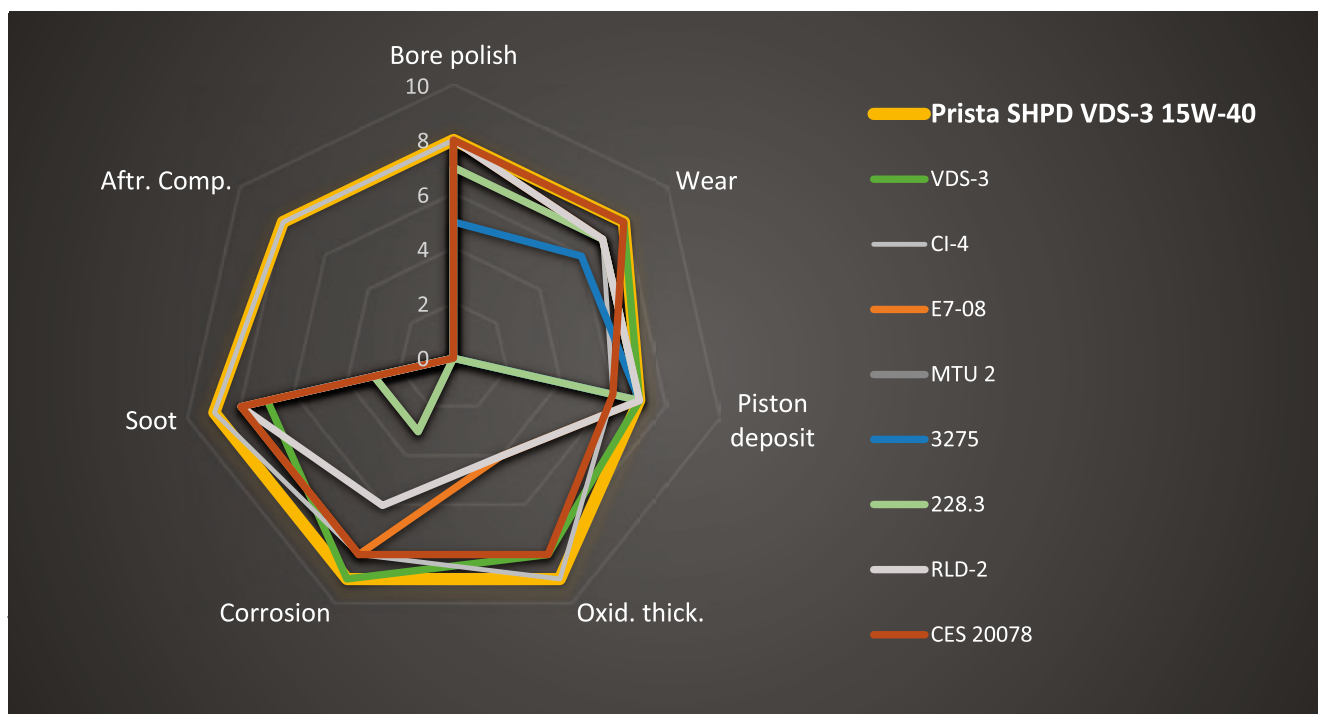
## BENEFITS AND SPECIFICATIONS:

- Provides 90 % lower bore polish by OM 646 LA bench test

**PRISTA**® SHPD VDS-3 15W-40 has been formulated to meet the leading vehicle manufacturers' specifications.

|       |                 |                |                |
|-------|-----------------|----------------|----------------|
| ACEA  | E7-12, A3/B4-04 | Renault Trucks | RLD/RLD-2      |
| API   | CI-4/SL         | Cummins        | CES 20076/77   |
| MB    | 228.3           | Caterpillar    | ECF-2, ECF-1-a |
| MAN   | M3275           | Deutz          | DQC III-10     |
| MTU   | Type 2          | ZF             | TE-ML 04C/07C  |
| Volvo | VDS-3           | Detroit Diesel | DDC 93K215     |
| Mack  | EO-N, EO-M Plus | Global         | DHD-1          |

### RELATIVE PERFORMANCE of PRISTA<sup>®</sup> SHPD VDS-3 15W-40



- 56 % better wear protection measured by CEC-L-99-08
- Provides 14 % higher oxidation protection compare to the standard grade E7-08
- 60% higher corrosion protection ASTM D 6594
- Up to 23% better soot control (MACK T-8E)

Cylinder bore polish causes excessive oil consumption. Only 20% bore polish will lead to increased oil consumption. (Based on turbo engine tested at 355HP). Excessive oil consumption can increase PM by up to 85%.

Wear of the moving parts leads to engine power loss.

**Piston deposits:** twice lower piston deposits reduce up to 40% oil consumption (Based on data from OM 501 LA Test).

**Oxidative Thickening** may cause increased fuel consumption and engine and oil pump damage.

Corrosion of engine parts may shorten oil drain interval. Weak corrosion protection leads to 50 % lower drain interval

**Soot thickening:** in concentrations starting around 3 to 5% in the engine oil, soot can become problematic for engine owners/operators. Soot thickening can lead to significant increases in lubricant viscosity and cause poor lubricants'

behavior at low temperatures.

**Aftertreatment compatibility** is responsible for smooth operation of aftertreatment systems (DPF, SCR, etc). Otherwise the catalyst life shortens very rapidly and the engine switches to emergency mode.



## 2nd Place in PRO Class and 3rd in Final Classification for SIN Cars & Sofia Car Motorsport

*Prista Oil supports SIN Cars in 2015 102 GT4 European Series*

The 2015 Competition 102 GT4 European Series season is the eighth season of the GT4 European Series, a sports car championship created and organised by the Stéphane Ratel Organisation (SRO). The season will begin on 5 April at Circuit Paul Armagnac, and will finish on 26 October at Misano World Circuit after six race weekends.

After a heated battle in the last few laps of the race, SIN R1 GT4 finished second in its class!

Stéphane Ratel, owner of the SRO Group, thanked all the teams and especially SIN CARS and KTM, saying that „the last race showed that small companies such as SIN CARS and KTM can make the championship interesting and serve as an example for „the big boys“. He officially confirmed that next year

SRO Group will take over the European GT4 series and under its control will organize many interesting events such as Paul and Silverstone racings.

The Misano World Circuit Marco Simoncelli, previously called Misano World Circuit, and before 2006 called Circuito Internazionale Santamonica, is an Italian race track located next to the town of Misano Adriatico (Province of Rimini) in the

frazione of Santamonica. Originally designed in 1969 as a length of 3.488 kilometres (2.17 mi), it hosted its first event in 1972. In 1993, the track length was increased to 4.064 kilometres (2.53 mi).







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# НАЦИОНАЛНА КОМПАНИЯ ЗА СЪБИРАНЕ И ОПОЛЗОТВОРЯВАНЕ НА ОТРАБОТЕНИ МАСЛА•ООД



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