

AUTOMOTIVE INDUSTRY

Lubricant prolongs component life, improves efficiency

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Lubrication and industrial equipment specialist ISO-Reliability Partners' collaboration with lubricants manufacturer Royal Purple brings the manufacturer's proprietary lubricants technology to the local market, ensuring access to solutions that protect equipment while improving efficiency.

As the lubricant market becomes more sophisticated, customers are increasingly recognising the substantial performance benefits, and enhanced engine and equipment protection that "superior synthetic lubricants" provide, says ISO-Reliability Partners CEO **Craig FitzGerald**.

The company meets this demand through its "premium" synthetic motor oil and lubricants, which are engineered to "enhance performance in all conditions, offering cleaner operation, better mileage and decreased oil change frequency".

With a focus on high-quality, high-performance lubrication, ISO-Reliability aims to enhance reliability, availability and productivity for customers, FitzGerald explains, adding that this commitment is reinforced by its partnership with Royal Purple, which enables the company to provide proprietary friction-reducing additives.

The collaboration brings advanced lubrication technology to the local market in applications for automotive, industrial, marine, motorcycle and racing, consequently delivering energy- and maintenance-related savings, as well as improved performance.

FitzGerald says, while various oil companies prioritise selling large volumes at the lowest possible price, Royal Purple focuses on creating the best possible lubricant, regardless of the cost.

Further, most companies source the desired base oil and then buy specialised additive packs from established suppliers, which FitzGerald says is akin to following a standard recipe, ensuring that the end-product, regardless of the company, is significantly similar. This uniformity stems from the reliance on the same additive packs, making the final product "almost indistinguishable across brands".

In contrast, Royal Purple develops its own range of proprietary additives, which results in unique benefits, such as its Synerlec additive technology, which forms a "tough, slippery, synthetic film" on all metal surfaces.

Synerlec "ensures hydrodynamic lubrication at all times" while significantly improving overall lubrication by increasing the thickness and toughness of the oil film, "far exceeding the competitors' ability to prevent metal-to-metal contact", says FitzGerald.

This results in better cushioning, lower vibration, reduced wear and lower operating temperatures, ultimately extending component life and reducing operating costs while improving performance.

"Synerlec enables our products to significantly outperform ordinary synthetic lubricants. This proprietary technology enhances our products at a molecular level, forming high-

strength ionic bonds with metallic surfaces that increase film strength and lubricity under sustained heat and pressure," FitzGerald says.

Further, it maintains lubrication "long after pressure would have squeezed out ordinary lubricants", he elaborates.

Additional benefits include corrosion protection, rapid water separation and superior oil cleanliness.

FitzGerald highlights that traditional oils often lead to significant engine wear during cold starts when the oil has drained back to the sump, whereas, owing to its ionic attraction, Synerlec remains on engine components, providing immediate lubrication upon starting. This feature significantly reduces wear and enhances engine longevity.


The technology protects against oil oxidation, significantly extending oil life and reducing the need for frequent oil purchases and disposal. As

a result, equipment remains cleaner for longer.

It also provides "superior" protection against rust and corrosion in saltwater and freshwater environments.

Royal Purple's synthetic lubricants quickly separate from water, preventing the formation of harmful oil-water emulsions that can damage lubricated components.

The company formulates lubricants using other additive technologies, including Synslide, DynaGlyde and Purolec. They offer various benefits, enabling customers to find the solution best suited to their requirements.

By integrating advanced additive technologies and focusing on superior performance, ISO-Reliability Partners and Royal Purple deliver "unparalleled lubrication solutions that enhance equipment efficiency and longevity", FitzGerald concludes. 

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