It's been a long time coming. A package, unique to the lubricants industry, with innovative labeling technology that allows products to be easily identified, internationally compliant and multilingual for service around the globe.

Bel-Ray, the leading specialty lubricants company to the mining, industrial and powersports markets, launches its new package, label and enhanced product lines for 2012.

According to Bel-Ray Chief Operating Officer Jennifer Liquori, the 2012 launch will include innovation at multiple levels. "The markets we serve have become more discerning and sophisticated, demanding not only highly engineered product technology, but also a package that's more user-friendly. We are using brand new technology to create our new package, and we are thrilled to be 'first,' once again. Last year, we launched our new motorcycle line, with a pull-out spout and multilingual packaging, also a first. Now, our mining and industrial products will receive a similar upgrade, with labels that clearly identify the product, its application and grade, all color-coded for ease of selection and use," said Liquori.

Making the launch even more powerful are upgrades to Bel-Ray's biodegradable technology and the company's industry-leading SF100 line of mining lubricants. Brand new motorcycle products for the V-twin market and an all-new Marine line will also make their debut in 2012.

"For more than 40 years, Bel-Ray has been making marine products for the U.S. Navy and the largest marine-equipment manufacturers in the world," Liquori says. "We've taken our high-performance marine-related formulas and given them a technical facelift. In some cases, we will launch the most high-end, high-performance racing fluids the market has ever seen, using technology not yet exploited in that market and giving consumers the same Bel-Ray standard we've delivered for decades to the motorcycle arena, which, in turn, has delivered champion after champion."

Located in Farmingdale, NJ, all Bel-Ray products are made in the USA by the finest team of professionals in the business. For more than 65 years, Bel-Ray has stood at the forefront of lubrication technology.

New products... New packaging.... Same commitment to innovation. Bel-Ray Total Performance Lubricants. It just keeps getting better.

Bel-Ray Company, Inc.
P. O. Box 526
Farmingdale, NJ 07727
Ph: 732.938.2421
www.belray.com

For more info, enter 261 at www.LMTfreeinfo.com