

A new Managing Director for Lubmarine

After four years as head of **Lubmarine**, H el ene Berard has decided to accept a new challenge. Her time at the helm can fairly be described as the stormiest period the marine lubricants industry has seen in the past twenty years, set against the rapid expansion of maritime trade over the past four years and the resultant increase in demand for lubricant deliveries to more and more ports around the world.

For most of the past four years, **Lubmarine** has had to contend with increases in the price of raw materials and a marked shortage of additives and even base-oils. But throughout this period it has continued to operate effectively and efficiently, and has indeed launched two new and innovative products, **Talusia Universal** and **Aurelia TI** in an industry where product launches more

typically occur once every twenty years. In the past four years Lubmarine has also improved the level of communication between all members of the Group, reinforcing the strength of the **Lubmarine** network to ensure higher service levels for our customers, enhanced logistical support, and improved cost-effectiveness. As a result, the network provides better quality, and even higher levels of safety and efficiency.

Today, **Lubmarine** faces new challenges in an industry which, since the middle of last year, has been characterised by a rapid downturn in maritime trade and consequently in the demand for lubricants. It will meet those challenges head-on, fortified by the knowledge that, under the leadership of H el ene Berard, it maintained its levels of service, safety and cost-

effectiveness through four of the most difficult years for the industry in recent memory.

Before leaving, H el ene has wished to address a message to Norbert and all **Lubmarine** teams in the world; she says: *“the next years may well present also very big challenges; this is marine life! So, Norbert, be ready for heavy storms also; thanks to the wonderful crews working for **Lubmarine** around the world, no doubt you will overcome difficulties and continue the successful story of **Lubmarine!**”*

*“Thank you, H el ene, I am very enthusiastic to join the **Lubmarine** team. After graduating from university I started my career with the Total group 29 years ago in Germany. During the first years of my career, I moved often within Germany, in the nineties I worked also for some years in Brussels, Belgium. In the year 2002 I moved to **TOTAL Lubricants HO** in Paris where I became responsible for the Industrial Lubricants business.*

*The international environment, the perspective to join a team of people from different geographical and cultural backgrounds is highly motivating me. It is my intention to contribute to the further growth of **Lubmarine** based on the achievements of the past and by providing an excellent customer service and offering innovating high-added value products and solutions.*

To those I met already: thank you for the warm welcome and to those I did not meet yet: I hope to meet you soon.” ■

