

Company Profile



“At INNOVEX, we pride ourselves in providing our customers with world class service together with technologically advanced products which allow us to be competitive and successful in growing our footprint.

small to medium enterprises just as effectively as the larger corporations. To us, each customer, no matter the size, is a valuable asset to our organisation and is treated as such.

As we move forward into 2018 and beyond, our goal is to penetrate new markets and expand our distribution channel, together with like-minded businesses for the future growth of our brand.”



INNOVEX
INNOVATION IN FLUID ENGINEERING



ABOUT US

We are the UAE based company that is the proud owner of Innovex Lubricants, the brand that stands for Quality, Flexibility and Innovation. The absolute high- quality lubricants build up a very positive brand image both locally and internationally. Products are carefully developed to meet and exceed the requirements of the major automotive manufacturers and to comply with future regulations in advanced laboratories. From production to shipping and arrival at the customer's place, the products are transported with the biggest care. Innovex offers all types of lubricants for passenger cars, transport vehicles, as well as for agricultural and industrial purposes. These include motor oil, transmission oil (gear oils, ATF), grease, white oil, hydraulic and compressor oils, and many more such as engine coolant (anti-freeze).

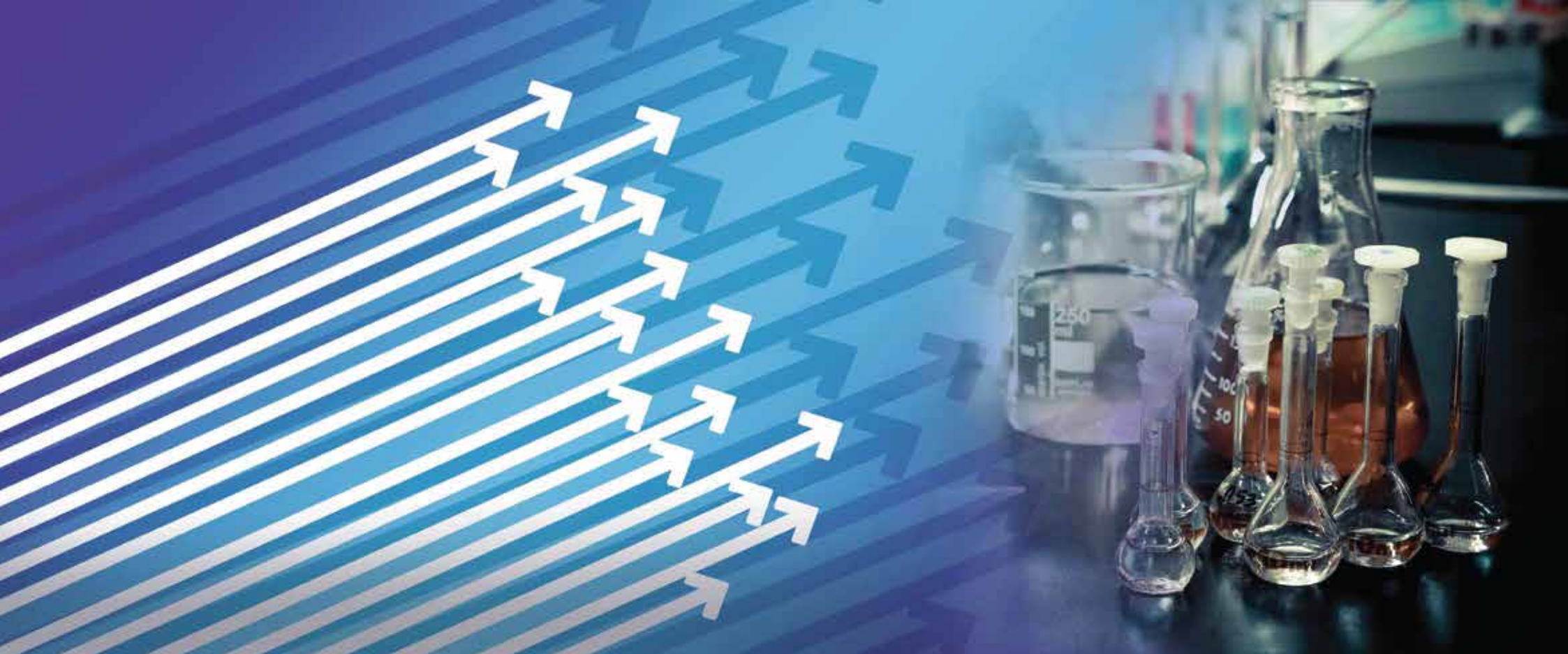
Innovex is an independent lubricants brand produced in UAE medium-sized enterprise. Our lubricants range stands for precision and reliability for both automotive and industrial applications and meets the latest industry standards laid down by manufacturers. You enter a trustful and sustainable business relationship by teaming up with Innovex as technical expertise, flexibility, reliability and a sound approach are of paramount importance to our philosophy.



OUR TEAM

The INNOVEX management team members come with over 9 years of international lubricants experience, gained at major oil companies and specialize in product development and formulations, marketing, in-field lubricant technical support, stock planning and logistics.

Italco's footprint through its network of authorised distributors extends to many countries in Asia Pacific and Oceania and is expanding into Africa and Europe.



STRATEGY

INNOVEX's adaptation strategy which offers customisation of our products to the various market needs and requirements is proving to be our competitive advantage. The global lubricants market is continuously changing and we are mindful that our customers require flexibility to remain competitive. We also support our network with various sales tools to keep them abreast of product developments and product information.

INNOVEX's strategy is based on the fast adaptation of lubricants formulation to lubrication technology developments and customer needs.

Our support extends to lubrication recommendations, oil test analysis and condition monitoring.



MISSION AND VISION

Mission

Further strengthen our reputation of being a lubricants supplier that provides quality products, competitive pricing with short lead times and offer marketing and technical support.

Positively contribute to the development and growth of our distributors by methodically transferring specialised skills and know how to them thereby enhancing their competitive advantage and market penetration potential.

Vision

To continue growing as a major player in the global lubricants industry and penetrating new markets through qualified distributors and sub-license agreements.



SUPPLY AND PRODUCTION

INNOVEX's range of lubricants, once formulated is planned and produced at blending facilities in United Arab Emirates. our plants have state-of-the-art facilities with professional personnel who follow strict guidelines in the production and quality processes.

The convenient location of our plants allow for a reliable supply of products to our customers in all parts of the world, with future plans to expand our production into Southern Africa.





THE BRAND

INNOVEX conceptualised by our designers and brought to life by an international network of lubricant specialists, is a versatile brand that symbolise energy, efficiency, excellence and evolution.

The circular logo encapsulates these brand values and finally each side of a triangle represent the brand, the company and its customers.

INNOVEX is a comprehensive range of premium lubricating oils, greases and related products, positioned at the global lubricants market. We are constantly rationalising our line to ensure that the products remain relevant to the market requirements.





PRODUCT RANGE

The INNOVEX lubricants product range is designed to meet requirements of various markets and applications, ranging from Industrial, Mining, Construction and Marine.

We offer a dynamic range of engine oils, gear oils, brake fluids, coolants and greases for motorbikes, cars, trucks and other heavy duty vehicles. The product mix is constantly reviewed to ensure that the specifications are of the latest standards.





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