

Cepsa presents its new lubricant packaging

- **Attractive, more resistant, ergonomic, and sustainable packaging is being introduced across all lubricant ranges**
- **The lubricants range will also be strengthened with the launch of two new products in the XTAR premium range**

Cepsa has presented its new packaging for all its lubricants and coolants ranges. The new designs offer significant advantages and are being introduced to make the packaging as attractive as possible and make it easier for customers to identify products. They also offer better resistance, and handling, while maintaining the optimum condition of the product.

The continuous search for effective solutions led to the design of an innovative image classified by colors that makes the product more easily identifiable: gold for synthetic lubricants in the XTAR premium range, silver for the Avant and Genuine ranges for less demanding engines, red for auxiliary systems or other uses, and white for the premium coolants range. To this end, the labeling for these products has also been reviewed to include new symbols and technical information, to make the product information easier to understand.

The new packaging, which has passed rigorous physical and digital testing, is more resistant, as it includes two support points on the upper section. As well as offering customers a leak-proof guarantee, the new design distributes weight better, and optimizes storage and transport space. A number of ergonomic features are also included to make the products easier to use, such as the side handle or the textured plastic to help hold the product and to pour more easily.

Another innovative characteristic is that the packaging is made with 30% recycled plastic, making it more sustainable and reflecting the company's commitment to reducing its environmental impact.

Cepsa has also introduced two new synthetic lubricants in its premium range (0W20 ECO V IV y 0W30 ECO F), which complement its XTAR range. These products are more efficient and sustainable, and developed specifically for some of the most advanced and widely sold diesel and petrol engines in the market.

