



# NEWS FROM AROUND THE GLOBE

TRIBOLOGY UNIVERSITY CONTINUES TO EVOLVE & GROW WITH OUR TRIBE

## EIMEA | SPRING 2020

### ITALY



#### SPOTLIGHT ON ALESSANDRO VENERATO

Alessandro is our Sales Support and Logistics Coordinator in Italy and shares his passion for WD-40 Products as an added extra, above and beyond the great work he does on Supply Chain and Logistics for Italy.

#### SALESIANI TECHNICAL COLLEGE PROJECT

Alessandro Venerato and Rossana Reami have worked with ISTITUTO SALESIANO in Italy to demonstrate WD-40 Products to MECHANICAL ENGINEERING and AGRICULTURE STUDENTS.

In addition to WD-40 MUP and WD-40 Specialist Alessandro and Rossana also took time to showcase BIKE & MOTORBIKE products which can benefit the students with their typical transport (Moped/Bikes).



#### DIGITAL SUPPORT FOR SALESIANI TECHNICAL COLLEGE

Rossana Reami has initiated digital activity to support the partnership with Salesiani Technical College. With her help, the students have written 12 blog articles regarding tests and measurement of WD-40 products for our site, social media posts from the school's accounts, and she takes many of the photos.

### BNLX



#### SPOTLIGHT ON JOS JOOSTEN

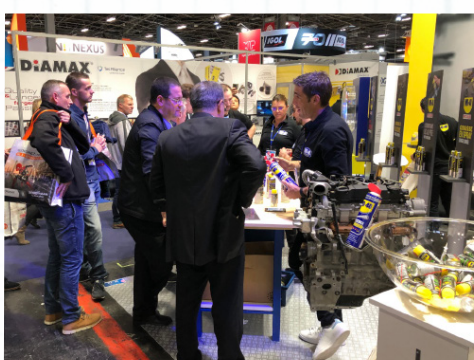
Jos Joosten was previously our Admin & Sales Support Coordinator for the BNLX Region in Europe. Since 2019 he has been promoted to become a Regional AC Manager and has deployed a series of Tribology Trainings and video captures that have helped to educate colleagues and customers in other Countries/Regions. Jos has conducted workshops for Students, Customers and Exhibition Visitors in his time as Regional Account Manager and is an important new member of Europe's Tribology Team!

#### TRAINING BY TEAM BNLX

With the goal of creating positive lasting memories for technical students and customer teams, the BNLX team have created a variety of tools to demonstrate Tribology around the region. Some of these include: presentations, demos, Kahoot quizzes, WD-40 certificates, POS materials, live events with students and customers, and even trade shows amounting to over 500 people trained by WD-40.



### FRANCE



#### REPRESENTING AT THE EQUIP AUTO TRADE SHOW

The WD-40 team in France attended the Equip Auto Trade Show in October and conducted product demonstrations for the many visitors to their booth.



#### PRODUCT TRAINING

While at the Formatech Trade Show, the WD-40 France team conducted product training with suppliers during the exhibition.



#### MARKETING WORKSHOP

The French Marketing Team did some training in an automotive garage with auto pros. Their goal was to understand exactly where our products are used on cars and the 'pain-points' for Mechanics.



#### WHOLESALE SUPPLIER TRAINING

Team France also conducted product training with multiple wholesale suppliers (e.g. BEPCO) at their offices using presentations and product demonstrations.

### UK

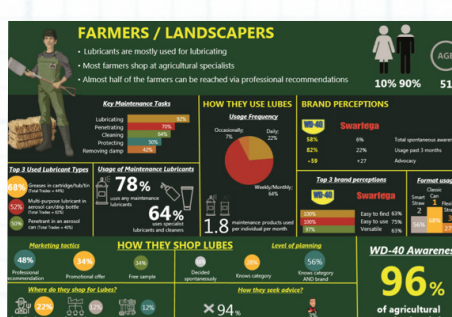


#### END-USER PROFILES WORK!

Building on the excellent work of Olivier Bosson (France) from FY19, the UK Team led by Gurpreet Pawar, have begun to deploy the use of their TRADES END-USER PROFILES within the business - with immediate impact.



The team used the End-user Profiles with Car Spares Distribution LTD, a regional automotive partner. The customer was very impressed with the information and recognized the value to help promote the WD-40 Specialist range to their customers.



The team used the AGRI End-user Profiles with George Brown, a regional agricultural partner. The approach was to raise awareness of WD-40 Flexible and the Specialist range by using the application sheet that highlights uses and brand tracker insights.

### IBERIA

#### CARLOS AND EVA HAVE BEEN BUSY

Carlos Zurdo and Eva Rubio have been busy hosting many tribology events that demonstrate their product knowledge and passion to teach it to customers during events like: Elektro3, GSI group training, Metalco training, and Farell training.

