



PRESS RELEASE
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FRAM Industrial Branding Spearheads Growth in Europe, Middle East and Africa

Mansfield, UK October 31st 2013 – Champion Laboratories (Europe) Ltd is pleased to announce the launch of the new FRAM Industrial brand. Created to further increase penetration of its market leading range of Industrial and Gas Turbine filters into Europe, Middle East and Africa.

The FRAM Industrial brand is designed to underpin the vast range of air filtration products, whilst reinforcing quality and dependability across a wide range of applications. The branding also provides commitment to the development of future air filtration technology and unrivalled customer service.



“This is an exciting time for Champion Laboratories as we unveil the new branding” said Marketing Manager Neil Curtis, “as a global company we have over 60 years of filtration experience to support the new branding and I am eager to transfer this expertise to both current and future customers through the launch of a new website www.framindustrial.com and through our Business Development Managers in the Middle East and Europe”

The FRAM Industrial brand is key to spearhead our new approach to customers, as well as generating sales growth in established markets in the UK, mainland Europe, Middle East and Africa, where our expertise and the product performance has made it a market leading choice for filtration.

Based in Mansfield, Nottinghamshire, UK, Champion Laboratories (Europe) Ltd. has been committed to the advancement of industrial air filtration technology for more than 40 years. Formed in 1972 and formerly known as Eurofilter (Air Filters) Ltd. until 2010, when the company name was changed to Champion Laboratories. In 2011 Champion Laboratories Inc. was combined with FRAM from Honeywell CPG to form the FRAM Filtration Group which is a division of the \$1.5B UCI FRAM Filtration Group.

For more information on FRAM Industrial filtration products please visit www.framindustrial.com or call +44 (0)1623 412 412

FRAM Filtration is one of the world's largest suppliers of filters and filtration products. Through its brands, FRAM Filtration serves the automotive, heavy duty trucking and several industrial markets. The company operates through a global network of manufacturing facilities, distribution centres and offices located throughout the United States, Canada, Mexico, Europe and China. For more on FRAM Filtration, please go to www.fram-filtration.com.