



Clarke Oils continues to thrive

“A distribution business’ success is about great partnerships with both its suppliers and customers,” says Paul Clarke, Managing Director of Clarke Oil.

Alongside wife and business partner, Emily, Clarke Oil was established in 2007 with the vision initially to supply local end user businesses. Now 10 years on the company has prospered with significant growth in the Agricultural, Automotive, Commercial, Industrial & Plant/Off Highway sectors.

Through consistent support, Exol Lubricants has played a big part in this success and as a company Clarke Oil feels choosing Exol as a brand in the beginning has been one of the best decisions made.

Paul had spent many years in oil and lubricants distribution and felt choosing Exol as a partner for the business would ensure that the customer base would be well serviced with good quality oils and excellent technical support.

“The strength of our partnership enables us to be versatile enough to send products from 1litre to bulk

tank deliveries. Price is of course important to customers, but quality of product is paramount and Exol has this in abundance,” he says.

Exol is on hand to discuss all areas of the business and Clarke Oil feels this strong relationship elevates them above the competition. “At Clarke Oil we are able to offer technical expertise as an additional support to our customers, excellent customer service and fast delivery, all of which confirms that we are an Exol Distributor that customers can always rely on.”

“Our strong relationship with Mark Rosen – Area Sales Manager at Exol has undoubtedly helped to support our continued growth,” added Emily.

“Together with Exol we are always identifying new opportunities within different sectors of the business. We have also seen new offices, key infrastructure and new staff members implemented within the last 12 months. At Clarke Oil we feel that our plans moving forward with Exol by our side can only continue to be a winning formula.”