



**2017**

## **SOCIALIZING WITH BEKA**

BEKAWORLD has been ramping up its “social” calendar lately. As we explore more of the Twitter and LinkedIn social media landscape, we’ve found exciting ways to connect with new and old friends.

We are enjoying this new level of conversation and, from all appearances, our followers are too! Last month alone, our @BekaLubrication account posted 26% more tweets and reached better than 50% more readers than anytime previous. We do try to be topical, interesting and industry-related – and we’re confident that this is the reason we’ve seen a good jump in “Likes” and “Retweets” as well.

Thanks to all of you who have come on board with us; your engagement makes the dialog even more worthwhile for everyone. Check in with our posts on LinkedIn (“Beka Lubrication”), too – it’s an ideal forum for asking questions and sharing ideas of interest to your own industry. As always, we’ll be glad to hear from you.

### **About BEKA**

BEKA is today’s leading global brand of automatic lubrication systems for industrial, over-the-road and off-road applications. Since 1927, BEKA has been trusted by equipment manufacturers and owners for high quality, innovative central lubrication systems. BEKA and its dealer network delivers on the BEKA promise of environmentally friendly, trouble-free products that increase component life, reduce repair costs and increase the value of your equipment. We measure our success by your up-time.

In 2016, Beka-Lube Products Inc. became part of Baier + Köppel GmbH + Co. KG, of Bavaria, Germany, the manufacturer of BEKA-branded central lubrication systems. In America, BEKA systems are marketed and supported by the international BEKAWORLD LP group. For more information about BEKA lubrication systems in Canada or the United States, please contact:

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