



2016

## YES! WE HAVE A NEW LOOK!

**Buffalo, NY** – If you think something has changed in our RUNTIMES graphics and layout, you're right!

RUNTIMES' new look and new colors are part of Beka-Max and Beka-Lube transitioning into our new ownership as part of the BEKA family. After many years of "building the brand" in Canada and the US as Beka-Lube Products Inc. and as Beka-Max of America Inc., we will now share the brand look and image that identifies BEKA around the rest of the world. You will be seeing these changes in all of our printed and digital communications.

As explained in our recent announcements in the press and online, we will continue to operate as Beka-Lube Products Inc. in Canada, but we are updating our graphic identity to keep the family look with other BEKA operations. Going forward in America, Beka-Max of America Inc. will be known as BEKAWORLD in both name and appearance.

This is an exciting period for us as we continue to grow our presence throughout North America with BEKA. We're glad to have a fresh look to help us take our message out to new customers and new dealers coast to coast.

### **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:

Jacque McDougall, Chief Operating Officer  
Beka-Lube Products Inc. / BEKAWORLD LP  
2830 Argentia Road, Unit 9  
Mississauga, ON L5N 8G4  
Tel: 1-888-862-7461  
[www.beka-lube.com](http://www.beka-lube.com)  
[sales@beka-lube.com](mailto:sales@beka-lube.com)

