

GVG OLIEHANDEL BV

WHERE OIL RUNS IN THE BLOOD

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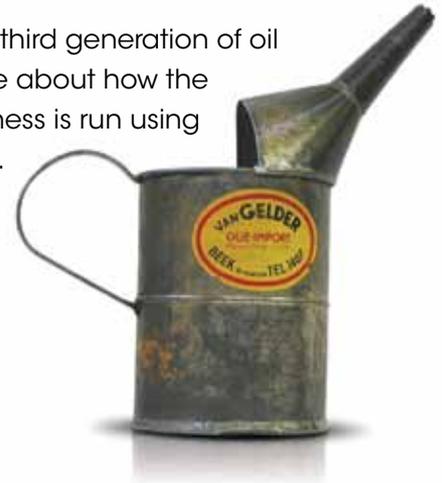
ASPEN 

Fillpartner



WHERE OIL RUNS IN THE BLOOD...

At GVG, oil is in their blood. The Van Gelder brothers are the third generation of oil industry entrepreneurs in the Van Gelder family. Read here about how the GVG Oliehandel BV came into being and how the business is run using years of experience as a sound basis.



1870

• 1870 P&A van Gelder Scheepsbouw and Uzerwerken in Deest is founded by Piet van Gelder



1921

• 1921 Shipyard is sold and roof tile factory is set up by Albert van Gelder

1933



• 1933 Olie-Import GEDO is founded in Deest by Piet van Gelder

1956

• 1956 Olie-import GEDO is sold and Van Gelder Olie-import is founded in Beek by Piet van Gelder

1968

• 1968 Van Gelder Olie-import carried forward under the name of Van Gelder Aardolieproducten NV by Peter van Gelder and his brother Heinz. Purchase of fuel depot in Nijmegen



ENTREPRENEURIAL BLOOD

Entrepreneurship runs in the blood of the Van Gelder family. In 1870, the first generations of the family successfully set up and began running a shipyard and a roof tile factory in Deest, a village situated on the banks of the River Waal close to the Dutch city of Nijmegen. It was also in Deest that third generation Piet van Gelder sold the first litre of oil under the name Olie-Import GEDO. The Second World War brought about considerable change for the Van Gelder business

and the company had to be sold. Piet van Gelder made a new start, however, in Beek, this time under the name Van Gelder Olie Import. Van Gelder soon became a household name within a wide radius and provided the basis for a solid business with a loyal customer base.

When Piet van Gelder had to take a step back due to ill-health, Peter van Gelder and his brother Heinz carried the company forward. They purchased land along the canal in

Nijmegen where they built a fuel depot. Underground emergency tanks were installed there so that ships arriving with their freight from Rotterdam could be accommodated. At the same time, work began on building a new fuel depot. Van Gelder Aardolieproducten NV attracted local oil traders as clients. The availability of natural gas rendered the trade in domestic fuel oil less lucrative. Van Gelder sought new markets and turned to supplying fuel to petrol filling stations. Existing filling

1980

1980s

Establishment of Van Gelder private label oil line, Margas gas depot in Tiel, Chemclean tank cleaning service, and Ozon waste oil collection



1990

1990 Van Gelder Aardolie BV is the first to introduce sulphur-free diesel oil in the Netherlands and Germany



1990 Van Gelder Aardolie BV introduces Aspen in the Benelux

1988 Aspen is the first to introduce alkylate petrol onto the Swedish market

1993

1993 Van Gelder Aardolie BV introduces Aspen in Germany



1997 Van Gelder Aardolie BV introduces Aspen in France in collaboration with Aspen, Sweden

stations were purchased and new ones built. In 1978, the first specialised vehicle was built for the transportation of LPG.

ENTREPRENEURIAL SPIRIT AND INNOVATION

In the meantime, Van Gelder was by no means resting on his laurels. In addition to the sale of conventional fuels, new concepts were also developed. With its Inzamelings Station Nijmegen BV in Gendt, Van Gelder acquired the largest market

share in the Netherlands in waste oil collection from ships. The innovative Ozon company processed and recycled waste oil, while Chemclean provided tank cleaning services and processed polluted oil-water-silt streams. Van Gelder Techniek was a fuel, vehicle and construction technology company. Margas supplied the agricultural sector with propane gas from the newly built gas depot in Tiel, and VGN Gas supplied filling stations throughout the Netherlands with LPG. Van

Gelder Bedrijven was the collective name under which all these companies worked together within the oil industry. In 1990, Van Gelder chartered a new course. With the import and sales in the Benelux of Aspen, alkylate petrol from Sweden, the company entered into the field of cleaner fuels, a move well ahead of its time. This was taken one step further with the import of City Diesel, also from Sweden, extremely clean, sulphur-free diesel oil with cleaner emissions.

2000

2001

2002

2003

- 2000 Van Gelder brothers established as GVG Oliehandel BV in Weurt

- 2000 Van Gelder oil line is transformed into the Agialube brand

- 2001 Introduction of Aspen Bio Chain in the Benelux, biodegradable chain saw oil

- 2002 Modernisation of the Aspen jerry can

- 2003 Introduction of Agialube Bio Cleaner

- 2003 GVG Oliehandel BV moves to Heumen

- 2003 Introduction of return and recycling of empty jerry cans by Aspen



THE VAN GELDER BROTHERS

In 1999, Peter van Gelder sold his companies, and his sons Peter, Ernst and Frans started their own enterprise, GVG Oliehandel BV. They were the fifth generation of entrepreneurs in this family and specialised in lubricant products and alkylate petrol. Large oil companies

dominated the market in conventional fuels and the brothers saw their challenge in using their technical knowledge and long-term relations in the oil world to serve niche markets. GVG again worked with Aspen and focused on end users in the horticultural industry. Aspen was introduced into the market by expanding the sales network of garden and park machine traders. That market, which was not yet aware of the health risks associated with standard petrol, required

a great deal of attention. GVG transformed the Van Gelder oil line into the Agialube brand. Agialube distinguished itself from its competitors by producing lubricants for specific applications in small packaging with private labels. Professional knowledge and advice, available to the client with short lines of communication, was the service that would bind clients to the GVG company. With the introduction of biodegradable products such as Agialube Biocleaner and Agialube

- 2004 Introduction of Agialube Bio hedge trimmer spray



- 2005 Start of sales of fire-resistant tanks for alkylate petrol storage



- 2006 Final project for HEAO (Dutch higher education in economics and management) on the 4-stroke market, start of Aspen 4 campaign
- 2006 New Formula Aspen, upgrade of 2-stroke oil

- 2007 Introduction of 1 litre bottles by Aspen



Bio hedge trimmer spray, GVG was able to offer new ecological solutions in areas such as the horticultural sector.

As a result of the rapid increase in sales of Aspen and the increasingly wide range of Agialube lubricants available, GVG decided to look for a better logistics solution. The company made plans to build a fire-resistant warehouse in accordance with PGS guidelines (Dutch Publication Series on Dangerous Substances). For this purpose, premises were purchased in Heumen with storage capacity for approximately 150,000 litres of lubricant. The company applied for a licence for 300,000 litres of Aspen,

although the application was turned down after a lengthy process lasting several years. Dutch regulations had been tightened, partly as a result of the firework disaster in Enschede, and GVG was obliged to look for a new location.

GVG EXPANSION

In 2007, the company's plans were nevertheless realised. GVG purchased premises on Vlotkampweg in Nijmegen; the spacious site this time enabling a licence for a PGS

- 2008 GVG Oliehandel BV moves to Nijmegen

- 2008 Sticker on Aspen jerry cans replaced with silver coloured wrapper



- 2008 Start of development of filling aid for Aspen 5 litre jerry can

- 2009 Fillpartner is established

Fillpartner
we make filling up easy

AgiaLube ECOMAX HYDRA HT

- 2009 Agialube Ecomax Hydra HT introduced on stock exchange



- 2010 Obligatory ARBO-approved (Dutch occupational health and safety) alkylate petrol

warehouse to be granted. The warehouse gave the company the opportunity to develop efficient logistics operations. In the meantime, GVG was developing rapidly with the professionalisation of the Agialube oil range, the marketing of Aspen, and the development of the new Fillpartner Autofiller for the Aspen 5 litre jerry can. Aspen became a household name in the horticultural sector as a result of efforts by dealers and participation in national and international trade fairs. In 2010,



the first Fillpartner Autofiller for the Aspen 5 litre jerry can was sold in the Netherlands and sales subsequently soared in Switzerland, Germany,

France, Scandinavia, Great Britain and Canada. The combination of Aspen and Agialube provided a complete fuel and lubricant package for the horticultural sector, the agricultural machinery business and the world of infrastructure. The development of the Agialube automotive line and the choice of oils for specific lubrication purposes extended the range even further. As well as serving garage service companies, the strict lubricant requirements in the transport sector could now also be



• 2010 Start of sales of Fillpartner Autofiller for Aspen 5L cans in the Benelux

• 2010 Start of sales of Fillpartner Autofiller for Aspen 5L cans in Switzerland, Germany, France, Scandinavia, Great Britain and Canada



• 2011 Start of modernisation of labels for oil line



• 2011 Realisation of PGS warehouse. Storage capacity: 1000 pallet storage units = approx. 500,00 litres Aspen

• 2011 Tests developed for new 2-stroke oil

• 2012 >> Research into CO2 neutral fuels

• 2012 >> Further expansion of ecologically responsible products

2012 >> Expansion of lubricant range

• 2012 >> Development of more filling aids

met. The number of major clients in the industry increased thanks to the development and stocks of specific oils, many of which are available in custom-made packaging.

LOOKING TOWARDS THE FUTURE

GVG Oliehandel BV considers the development of ecologically responsible products that meet the highest technical requirements to be of paramount importance. With regard to Aspen, this means CO2-neutral fuels. With Aspen E, manufacturers Aspen

Sweden have already developed an 85% CO2-neutral petrol which is nowadays used in the very latest racing engines. The challenge with



the Agialube Ecomax product range is to realise the synergy between ecologically responsible, technically advanced products and affordability. With Fillpartner, GVG plans to provide solutions for filling/decanting problems. GVG strives as a family business to make a lasting contribution towards the future by continually searching for practical solutions and ecological innovations.



**... AND WILL CONTINUE TO DO SO FOR
YEARS TO COME!!**

We would like to thank everyone who has helped us make this wonderful company what it is today.

Peter, Ernst and Frans van Gelder
May 2011



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