



# News Flash

**Breaking News: Gulf Lubricants / Nu-Tier Brands becomes an official supporter of PQIA's efforts to help assure quality and integrity of lubricants in the marketplace. See article below.**

**PQIA NEWS - October 16, 2013**

## Nu-Tier Brands/Gulf Lubricants Becomes PQIA Supporter

The Petroleum Quality Institute of America (PQIA) is pleased to announce that Nu-Tier Brands/Gulf Lubricants has joined with other industry stake-holders in supporting PQIA's efforts to help assure the quality and integrity of lubricants in the market.

Paul Rudolph, President of Nu-Tier Brands/Gulf Lubricants, looks forward to a long relationship with PQIA and is proud to be a new supporter. Rudolph comments, "We strongly support PQIA's mission to protect the consumer and its efforts to investigate and report the segment of the lubricant industry that often shows little to no regard for product quality and integrity." Rudolph continues, "We are committed to operating safely, marketing quality products and protecting the environment by adhering to the highest ethical standards. Becoming a PQIA supporter is one more way we can demonstrate this commitment to our customers and the industry."



PQIA's President, Thomas F. Glenn says "We welcome Nu-Tier Brands/Gulf Lubricants' support and its commitment to quality; a commitment underscored by its agreement, like that of all **PQIA supporters**, to adhere to the PQIA Supporter Code of Conduct."

### ***About Nu-Tier Brands, Inc. and Gulf:***

*Nu-Tier Brands, Inc. under an exclusive trademark agreement with Gulf Oil Limited Partnership manufactures, markets, distributes, and sells the full line of Gulf Automotive, Commercial and Industrial Lubricants as well as the Gulf Select line of Specialty Chemicals and Equipment.*

*For more information on Nu-Tier Brands, Inc., Gulf Lubricants and Gulf Select Chemicals click: [www.gulflubricants.net](http://www.gulflubricants.net)*

**NU-TIER BRANDS, INC.**

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