

The logo features the number '360' in a bold, blue, sans-serif font. It is centered within a white circle. Surrounding the '360' are two concentric circular lines: an inner light gray line and an outer dark blue line. The text 'SERVICE OFFER' is written in a bold, blue, sans-serif font, following the curve of the outer dark blue line on the right side of the circle.

**360**

**SERVICE OFFER**



**HOLLYFRONTIER™**

LUBRICANTS & SPECIALTIES

# GOING ABOVE AND BEYOND TO SUPPORT YOUR SUCCESS

**Welcome to our 360 Service Offer, the holistic approach to excellence.**

When you work with a customer-focused lubricants partner, you can be confident that we'll go above and beyond to make your life easier and your business more successful.

Behind the exceptional performance of our products is a world of expertise and support to provide deeper knowledge of your operations and the widest range of services.

**The knowledge, solutions, and tools you need are here to help you boost productivity, increase efficiency, reduce costs, and cut downtime.**



## **We're the experts who help the experts**

Expand your knowledge with full access to our leading technical and research & development services.

*NOTE: 360 Technical Expertise replaces LUBE360.*

### **OIL DIAGNOSTICS**

Understanding oil performance can help save money and maximize equipment reliability.



### **SAVING SOLUTIONS**

Uncover real, measurable, and sustainable cost savings that can make an impact on your bottom line.



### **TARGETED TRAINING**

High quality technical training can help your team tackle any challenge, pushing your business to perform better.



### **RELIABILITY SERVICES**

Increase uptime and productivity by avoiding unexpected cost and maximizing component life and efficiency.



### **PRODUCT SELECTOR**

Finding the appropriate lubricant for a given application makes a difference in meeting your customers' needs.



### **CERTIFIED CLEAN**

Our experts can make recommendations to help you meet or exceed OEM and industry cleanliness requirements.





### Your one-stop-shop for marketing materials

Having a resource that puts a wide range of marketing materials at your fingertips means less time searching and more time growing your business.

*NOTE: 360 Marketing Support replaces iLink.*

#### DOWNLOAD FILES QUICKLY

Access the marketing materials you need to help grow your customers' business.

#### AUTOMATIC UPDATES

Real-time inventory management gives you the latest collateral the moment it's available.

#### FASTER DELIVERY

Quick access to pre-printed marketing and sales material and a network of in-market printers to facilitate faster delivery.

For especially large quantities or complicated print projects please contact [HFLSglobalmarketing@hollyfrontier.com](mailto:HFLSglobalmarketing@hollyfrontier.com).



### Helping you stay one step ahead of changes to products

Training content from 360 Learning helps you to improve and evolve.

*NOTE: 360 Learning replaces Active Learner.*

#### IMPROVED PLATFORM

Access newly created technical and segment content. New modules will reflect our current product portfolio and will highlight key focus segments to align with our business strategy.

#### GREAT FOR NEW AND EXISTING STAFF

Key for onboarding new staff and keeping up to date on product launches.



## TO ACCESS

360 Marketing Support and 360 Learning, distributors can login via HUB. Alternatively, you can request a login by contacting [HFLSglobalmarketing@hollyfrontier.com](mailto:HFLSglobalmarketing@hollyfrontier.com)

For more information regarding 360 Technical Expertise, please contact your sales representative.



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