



## News Release

### Lubrizol Breaks Ground on Plant Expansion in Brazil

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#### The Lubrizol Corporation

29400 Lakeland Boulevard, Wickliffe, Ohio 44092-2298

News Release

#### **Lubrizol Breaks Ground on Plant Expansion in Brazil**

CLEVELAND, June 13 2014 - The Lubrizol Corporation announces the groundbreaking of a major surfactant plant expansion in Rio de Janeiro, Brazil. Strategically located in Belford Roxo, the new unit is designed to meet the growing demand for personal and home care products in the Brazilian market.

Hosting the groundbreaking ceremony was Gilson Santos, Lubrizol's vice president for Latin America. During his opening speech, Santos explained that the new surfactant unit plays a crucial role in achieving Lubrizol's long-term strategy for growth in Brazil, which is one of the largest and fastest growing markets for personal care and home care products in the world.

"We are expanding our local operations with a larger portfolio of products, said Rick Tolin, vice president and general manager, Lubrizol Personal and Home Care. "The surfactants produced at this facility will include a significant number of naturally derived ingredients to ensure that we are fully aligned with the growth strategy of our targeted customers in Brazil."

The estimated investment in the new plant totals more than \$20 million US dollars and will feature some of the latest equipment in the industry.

#### **About Lubrizol Personal and Home Care**

We develop, manufacture and market a broad range of specialty chemicals for skin care, hair care, bath and shower, surface care and fabric care. Our innovative ingredients and additives modify physical properties, enhance functional performance and deliver aesthetic benefits to drive key consumer product claims. The addition of Active Organics' botanical extracts and Lipotec's peptide-based active cosmetic ingredients strategically expands our product portfolio and builds upon our current capabilities, formulations expertise and global manufacturing footprint to take innovation to the next level. We are persistently committed to providing you with powerful, proven solutions so you can formulate with confidence(TM).

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#### **About The Lubrizol Corporation**

The Lubrizol Corporation, a Berkshire Hathaway company, is a technology-driven global company that combines complex, specialty chemicals to optimize the quality, performance and value of customers' products while reducing their environmental impact. It produces and supplies technologies to customers in the global transportation, industrial and consumer markets. These technologies include lubricant additives for engine oils, other transportation-related fluids and

industrial lubricants, as well as additives for gasoline and diesel fuel. In addition, Lubrizol makes ingredients and additives for home care and personal care products and pharmaceuticals, and specialty materials, including plastics technology and performance coatings in the form of specialty resins and additives.

With headquarters in Wickliffe, Ohio, Lubrizol owns and operates manufacturing facilities in 17 countries, as well as sales and technical offices around the world. Founded in 1928, Lubrizol has approximately 7,000 employees worldwide. Revenues for 2012 were \$6.1 billion. For more information, visit [Lubrizol.com](http://Lubrizol.com).

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