



BUSINESS PROFILE

IOEGSA

www.ioegsa.com



About Us

IOEGSA is a pioneering start up company dedicated to transforming waste into sustainable solutions. We specialize in manufacturing hydraulic lubricants, antifreeze coolants and other raw materials products made from waste produced from lubricants and antifreeze specifications.

Mission

Our mission is to create a close-loop system where waste becomes a valuable resource' reducing the environmental impact of our industry while delivering high quality products to our customers

Our Products

Hydraulic Lubricants

Made from quality high grade base oils, our hydraulic lubricants offer superior performance, reduced environmental impact and cost savings.

Antifreeze Coolants

Our antifreeze coolants are manufactured using cutting edge technology providing reliable performance, reduced waste and improved sustainability

Raw Material Products

We utilize waste generated from our production to develop innovative raw materials such as:

Bio Based Plastics

Made from waste oils and grease, our bio based plastics offer a sustainable alternative to traditional plastics

Renewable Energy Fuels

We convert waste oils into renewable energy fuels, reducing greenhouse gas and promoting sustainable energy solutions

High Value Chemicals

Our proprietary process converts waste oil into high value chemicals such as pharmaceuticals, detergents and cosmetics.



Our Vision & Mission Statement



Vision

Our vision serves as the framework for our roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable quality growth

Mission Statement

To revolutionize the lubricants and antifreeze industry by producing high quality hydraulic lubricants, antifreeze coolants and utilize waste generated from our production to develop innovative raw materials products.

Our Technology

Advanced recycling process:

We utilize a proprietary recycling process to convert waste into high quality base oils, ensuring minimal environmental impact.

Modular Manufacturing:

Our modular manufacturing design allows for flexible production, enabling us to respond quickly to changing market demands.

Continuous Improvement:

We continuously monitor and improve our processes to ensure maximum efficiency and improve waste

Benefits

Environmental Sustainability:

By utilizing waste oil as a primary feedstock and converting it into raw material products, we reduce the environmental impact of our industry and promote circular economy.

Cost Savings:

Our products offer competitive pricing while providing superior performance and quality.

Customer Satisfaction:

Our commitment to innovation and sustainability ensures customer satisfaction and loyalty





Our Team

Experienced Leadership:

Our team consists of experienced professionals with a strong background in the lubricants and antifreeze industry.

Innovative Thinkers

Our team is dedicated to innovation and sustainability, constantly seeking new ways to improve our processes and products.

Collaborative Culture

We foster a collaborative culture, encouraging open communication, creativity and teamwork.

Why Choose IOEGSA

Innovative Solutions:

We offer innovative solutions that address the challenges of the lubricants and antifreeze industry.

Sustainability:

Our commitment to sustainability ensures a reduced environmental impact and promotes a circular economy.

Customer Focus:

We prioritize customer satisfaction, ensuring that our products meet their needs and expectations.

Join The Movement

By partnering with IOEGSA you'll be joining a movement towards a more sustainable future. Together we can transform the way we think about waste and create a better world for generations to come



Key Statistics

- 75% reduction in waste sent to landfills
- 90% reduction in greenhouse gas emissions
- 20% increase in customer satisfaction
- 15% reduction in production costs

Industry Recognition Aspirations

- Winner of the “Best New Product” award at the 2025 Lubricants Conference
- Featured in the “Top 10 Sustainable Companies” list by The Journal Of Sustainability
- Recipient of the “Innovation In Recycling” award at the 2024 Recycling Expo

Engineering Service

Our company has competent , qualified engineers with a variety of industry knowledge and competencies.

Strategic Plan

Marketing feasibility study

1. Market Analysis

The South African market is a significant consumer of hydraulic lubricants and antifreeze coolants, with a growing demand for sustainable and environmentally friendly products. The target market for IOEGSA includes:

- Industrial Manufacturers
- Automotive Companies
- Mining And Construction Industries
- Agricultural Sectors

2. Market Size

Estimated market size for hydraulic lubricants in South Africa is approximately R2. 5 Billion (approximately USD 175 million) per annum, with a growth of 5% per annum.

3. Demand Analysis

The demand for hydraulic lubricants and antifreeze coolants in South Africa is driven by the increasing demand for industrial and automotive products. The demand is also influenced by the growing awareness of the importance of environmental sustainability and the need for more efficient and cost-effective products.

4. Competitor Analysis

The South African Market is dominated by the big 4 oil companies (ExxonMobil, Shell, Chevron, and Total). However there is a growing demand for sustainable and environmentally friendly products, which presents an opportunity for IOEGSA to establish itself as a niche player in the market



South Africa Lubricant Segmentation

By End User:

- Automotive
- Heavy Equipment
- Metallurgy & Metalworks
- Power Generation
- Other End User Industries

By Product Type:

- Engine Oils
- Greases
- Hydraulic Fluids
- Metalworking Fluids
- Transmission & Gear Oils
- Other Product Types





SWOT Analysis

Strengths:

1. Unique Selling Proposition(USP)

IOEGSA's commitment to sustainability and environmental responsibility set's it apart from competitors.

2.Innovative Technology

IOEGSA's proprietary recycling process and ability to convert waste oil into high quality base oils provide a competitive advantage.

3. Local Presence

IOEGSA's local presence in South Africa allows for easier access to the market and better understanding of local customer needs.

4.Strong Relationships

IOEGSA has established strong relationships with local suppliers and customers, which will aid in its growth and expansion.

Weaknesses:

1.Limited Resources

IOEGSA is a start-up company with limited resources, which may impact its ability to scale quickly

2.Competition

The South African market is dominated by the big 4 oil companies, which presents a significant competitive challenge.



3.Regulatory Challenges

IOEGSA may face regulatory challenges in terms of obtaining necessary permits and licenses to operate.

4.Limited Brand Recognition

IOEGSA is a new company, it make take time to establish a strong brand access in the market.

Opportunities

1. Growing Demand For Sustainable Products

The growing demand for sustainable and environmentally friendly products presents an opportunity for IOEGSA to establish itself as a leader in this space.

2.increasing Focus On Local Content

The South African government has implemented policies aimed at increasing local content, which presents an opportunity for IOEGSA to grow its business

3.Partnerships And Collaborations

IOEGSA can partner with other companies and organizations to expand it's reach and improve its products

4.Expansion Into Other Markets

IOEGSA can expand its operations into other markets, such as the SADC region which presents an opportunity for growth



Threats

1.Global Economic Downturn

A global economic downturn could impact the demand for IOEGSA's products.

2.Changes In Government Policies

Changes in government policies or regulations could impact IOEGSA's operations or profitability.

3.Competiton From New Entrants

New entrants in the market could present a competitive challenge for IOEGSA.

4.Raw Material Sourcing

IOEGSA's reliance on raw material may be impacted by fluctuations in supply or price.

MARKETING STRATEGY

1.Target Marketing

IOEGSA will target specific industries and sectors that are likely to benefit from its sustainable and environmentally friendly products.

2.Digital Marketing

IOEGSA will utilize digital marketing channels to reach a wider audience and increase brand awareness.

3.Trade Shows And Events

IOEGSA will participate in trade shows and events to showcase its products and build relationships with potential customers.



4. Partnerships And Collaborations

IOEGSA will partner with other companies and organizations to expand its reach and improve its products

By implementing its strategic plan IOEGSA aims to establish itself as a leader in the South African market for hydraulic and antifreeze coolants, while also expanding its operations into other markets in the SADC region.

Policy

The policy is implemented in all areas of operations by

- Maintaining the quality management system by meeting the require ISO 9001:2015.
- Continually improving the effectiveness of our quality management system.
- Ensuring our employees are well trained.
- Ensuring a clear understanding of our client's requirements.
- Responding to our client's needs and expectations.
- Providing the resources to achieve our quality objectives.
- Enabling all our employees to meet our quality requirements and striving to achieve good work the first time, every time and on time.
- Continually reduce quality risk and improve our quality performance through setting and reviewing of our quality objectives and targets during strategic planning and management review.

Our Quality Objectives Will Be Regularly Measured And Monitored Through:

- Management reviews held twice a year
- Data Analysis
- Customer Satisfaction
- Risk And Non-comformance reviews
- Regular Inspections
- Quality Assurance Standards



Safety Health Environment Policy

IOEGSA commits itself in implementing all the requirements of OHSAS 18001 and ISO 9001 with this declaration:

- To conduct business with respect and care for our people, environment, suppliers, clients and other stakeholders.
- Demonstrate zero tolerance to SHEQ deviations.
- Continually improve our SHEQ performance and behaviors by executing objectives, targets and management programs.
- Pro-actively strive to prevent injury, ill health, harm to the environment and quality deviations.
- Comply to all relevant legislation.
- Demand the same competency and standards of performance from service providers as we do from employees
- Actively communicate this policy with all employees and upon request to all interested and affected parties
- Our pursuit of excellence is in providing our clients definitive engineering solutions.

A NOTE FROM THE CHAIRMAN

Mr Tebogo Rapulungoana