

ThyssenKrupp Elevator Americas

FOR IMMEDIATE RELEASE

Alpharetta, GA



Sasha Bailey
ThyssenKrupp Elevator Americas
972-624-7185
sasha.bailey@ThyssenKrupp.com

THYSSENKRUPP ELEVATOR INTRODUCES **enviromax™**, THE INDUSTRY'S FIRST PERFORMANCE-IMPROVING VEGETABLE-BASED HYDRAULIC FLUID.

Alpharetta, GA (November 26, 2012) – [ThyssenKrupp Elevator Americas](#) has introduced **enviromax™**, the elevator industry's first performance-improving vegetable based-hydraulic fluid for use in hydraulic elevators.

"**enviromax** is formulated from materials that have minimal effects on the environment and offers building owners benefits that can extend the life of their elevator. It reduces energy consumption and the possibility of temperature related performance issues," explains Brad Nemeth, ThyssenKrupp Elevator's director of sustainability.

ThyssenKrupp Elevator Americas partnered with BioBlend Renewable Resources LLC to co-develop **enviromax**. The product is formulated from rapidly renewable, canola basestocks and is designed specifically for use in elevators. It is a USDA biopreferred product with 92 percent biobased content. It is also 95 percent petroleum free and 100 percent recyclable.

enviromax uses high oleic base oils that reduce the tendency of the oil to oxidize. Oxidation decreases the effectiveness of oil and results in increased service calls. **enviromax** also promotes consistent performance across a broad temperature range so valves that maintain elevator entryway leveling do not need to be frequently adjusted during extreme weather. Using **enviromax** can also eliminate the need for temperature control devices used to prevent oil from thickening. "Now, building owners can save money by eliminating these devices that waste energy because they cycle on even when the elevator is not in operation," explained Nemeth.

To learn more about ThyssenKrupp Elevator America's **enviromax**, please visit <http://www.enviromaxperformance.com>.

About ThyssenKrupp

ThyssenKrupp is a diversified technology and materials group. It has 170,000 employees in over 80 countries developing ideas and innovations into solutions for sustainable progress. In fiscal year 2010/2011 ThyssenKrupp generated sales of €49 billion.

For us innovations and technical progress are key factors in managing global growth and using finite resources in a sustainable way. With our engineering expertise in the areas of "Material", "Mechanical" and "Plant", we enable our customers to gain an edge in the global market and manufacture innovative products in a cost and resource efficient way.

The Elevator Technology business area brings together the ThyssenKrupp Group's global activities in passenger transportation systems. With more than 46,000 employees, sales of €5.3 billion euros in fiscal 2010/2011 and customers in 150 countries, ThyssenKrupp Elevator is one of the world's leading elevator companies. Its portfolio includes passenger and freight elevators, escalators and moving walks, passenger boarding bridges, stair and platform lifts as well as tailored service solutions for all products. 900 locations around the world provide an extensive sales and service network to guarantee closeness to customers.

ThyssenKrupp Elevator Americas is the largest producer of elevators in the Americas, with more than 13,500 employees, more than 200 branch and service locations. ThyssenKrupp Elevator Americas oversees all business for the operations in the United States, Canada, Central and South America. It is a subsidiary of ThyssenKrupp Elevator AG.

ThyssenKrupp companies in North America offer a range of products and services, including premium carbon steel; high-performance alloys; automotive components and systems; elevators, escalators, moving walkways and passenger boarding bridges; and plant construction material trading, logistical and industrial services. In fiscal year 2010/2011, ThyssenKrupp companies in Canada, the United States and Mexico employed more than 24,000 and recorded sales of over \$10 billion.

About BioBlend

BioBlend Renewable Resources, LLC is the leading manufacturer and marketer of high performance, bio-based lubricants, oils, and greases. The company's advanced lubricant products provide a renewable alternative to petroleum based lubricants while delivering superior lubricity and excellent performance and protection characteristics. BioBlend markets its biodegradable products, and supports environmentally responsible local sourcing and sustainability efforts, through a network of highly qualified lubricant distributors. BioBlend's products are cost competitive with traditional lubrication products and include industrial lubricants, food grade lubricants, aerosols and a growing offering of specialty and custom formulations. Find out more or locate a local distributor near you at www.bioblend.com, or by calling (630) 227-1800.

###