

Company Profile

Expanding Globally
Through Innovation

**25 Years
of success**

Advance Lube (M) Sdn Bhd

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Malaysia.

Future Plans

Our plans in the future is to reach out to as many countries as possible, building a strong brand image in the consumer's mind. This can be achieved through the usage of media and physical advertisements. Of course, we will not disregard the usefulness of promotions. We plan to establish multiple offices around SEA region inclusive Vietnam, Myanmar and Cambodia. Also we might expand our factory to Vietnam to cater towards the needs of the neighbouring countries.



“Quality is the priority of what
we do in our business through
our process”

+ Our Company

Advance Lube Enterprise Pty Ltd has a successful history of over 25 years in the lubricants industry in Malaysia. We currently have two house brands, namely Power Up and Hi-power and we have been distributing it to over 15 different countries.

+ Factory Capacity

Our factory is built on a 180,000 Square Feet land and 32,000 square feet just for storage purposes. Our maximum capacity of production is 100 metric tonne per day. Our storage capacity can store up to 2000 metric tonne of oil to cater for our huge consumption and to hedge against oil price fluctuations

What makes us so special?

Throughout the course of our experimenting, we have developed a formula which can withstand 5 times more pressure than other engine oil. This will help to better protect the engine and to provide a smoother driving experience for the user. This formula is also widely known as M.A.S Metal, Additive and Synthetic. It works like a nano technology which penetrates into the micropores of the piston surface and work as a barrier to high friction. Last time, people used to use a bottle of engine oil together with engine treatment to reduce noise and friction, now with M.A.S we combined engine treatment formulation into engine oil, hence providing a 2 in 1 function, hence cutting down the cost of purchasing an extra bottle of engine treatment



Our Services

We provide OEM services for households brands such as Bardahl, Wuerth and Top 1



Our Product

We have currently 2 brands which is Hi-Power and Power Up and are distributed into more than 10 countries.



Our Quality

We source our supplies from the best suppliers from the US and Korea

The Quality



Base Oil Supplies

We uses three main suppliers of base oil, Exxon Mobil, SK Petroleum and Petronas. This three companies are few of the biggest players in this industry and provide consistent and quality base oil.



Additive Supplies

The additives we uses are only from three companies including Infineum, Lubrizol and Afton. All these companies are the main players in the business and are API certified, hence the quality is rest assured.



Quality Control

For every production we have a batch sample used for lab test before filling, also a QC personnel will be allocated in each production line to oversea the packing process



Timothy Teo

Operation Director

In charged of whole factory operation and management.



Teo Leng Teng

Chief Executive Director

In charged of whole factory operation and management.

One Stop Station

- We can customized the oil according to your specification or request
- ● We provide in-house designing for your products and cartons label
- ● ● We provide free warehouse stocking for customers order in bulks
- ● ● ● Prices are all inclusive of delivery to door-step

The Licensing and Insurance

We are registered company under American Petroleum Institute(API) under the name Lubrimax (M) Sdn BHD. We are also SGS Thomson certified. Furthermore, we received OEM certification from BMW and Toyota to produce engine oil suitable for their vehicles.

In order to protect our domestic and international customers from any losses due to product incapability, we are also covered by up to 300,000 USD product liability insurance under AIA.

1993

Company was established operating in a small shoplot with only 3 workers

1997

We moved to a Semi Detached building and operated for few years

2005

We moved to the current factory and have been operating since then

2007

We started to target on export market including SEA and Middle east

2015

Currently we have up to 15 countries who are distributor of Power Up and Hi-power