



Soy-Based Lubricants Enter the Retail Market

Consumers can now purchase biobased lubricants made with soybean oil for household use at a number of national retail outlets.

Plews/Edelmann, based in Dixon, Ill., manufactures biobased lubricants made with soybean oil under the LubriMatic Green™ brand. The products are available at major retail outlets such as Lowe's, Northern Tool and participating Ace Hardware, Do-It-Best Hardware and Hardware Hank stores.

A more recent addition to the retail market is a line of six household biobased lubricants and greases called SoyLube® from Environmental Lubricants Manufacturing, Inc. (ELM). The company reports they are working with a Midwestern supermarket chain that will carry the products on a trial basis, with the hope of expanding chain-wide. In addition, ELM is running a series of advertisements in the Delta Airline Magazine to reach a broad consumer market.

The University of Northern Iowa's National Ag-Based Lubricants (NABL) Center developed these products. NABL was established in 1991 through the collaborative efforts of UNI, the state of Iowa, the U.S. Department of Energy, the Iowa Soybean Association/Iowa Soybean Promotion Board and the U.S. Department of Agriculture. Its research is focused on creating new

biobased products, which will help create opportunities for U.S.-grown crops.

For more information on NABL Center visit <http://www.uni.edu/nabl/>. For information on ELM visit <http://www.elmusa.com/> and Plews visit <http://www.plews-edelmann.com/>.