



NEWS RELEASE

Royal Purple Industrial Welcomes Springer as Sales Director

Seasoned Lubricant Executive to Lead Growth of RPI Line Across U.S. and Canada

WICHITA, Kan. (March 25, 2026) – [Royal Purple Industrial](#), a leading provider of advanced synthetic lubricants, is pleased to announce that Tony Springer has joined the company as Sales Director – Distribution, effective Feb. 9, 2026. In this role, Springer is responsible for overseeing and driving growth for the Royal Purple Industrial (RPI) product line in partnership with the Distribution Sales Team across the United States and Canada.



Springer brings significant industry experience to Royal Purple Industrial, having spent more than 17 years with U.S. Lubricants in a range of commercial and leadership positions. Over the course of his tenure, he advanced from Industrial Sales Representative to General Manager of Specialty Lubricants, where he oversaw two plant operations and sales of specialty products. His earlier roles included Sales Manager, Director of Industrial Sales, Vice President of Industrial Sales, where his responsibilities extended to formulation and engineering teams, and Vice President of Business Development. This progression reflects a strong track record of building high-performing teams, expanding market presence, and aligning technical capabilities with customer needs.

In his new position at Royal Purple Industrial, Springer will focus on strengthening the company's distribution network, deepening relationships with channel partners, and accelerating adoption of the RPI line in key industrial markets. Leveraging his experience in both operations and commercial leadership, he will work closely with the Distribution Sales Team to refine go-to-market strategies, support customer-facing initiatives, and identify new opportunities for sustainable, profitable growth. Springer's hire reinforces Royal Purple Industrial's commitment to its distributor partners and to delivering high-performance lubrication solutions and responsive technical support across North America.

About Royal Purple Industrial

Royal Purple Industrial is a leading provider of advanced synthetic lubricants engineered to optimize machinery performance and reliability. Its products help industrial users extend equipment life, protect critical assets, reduce energy consumption, and lower operating costs. Designed for demanding environments, RPI lubricants deliver long oil life, strong wear protection, corrosion resistance, and clean operation. Now an affiliated company of Lubrication Engineers, RPI partners with end users, distributors and suppliers to provide dependable

products, services and technical support across sectors including oil and gas, power generation, manufacturing, mining, marine, primary metals and food manufacturing. For more information, visit www.royalpurpleind.com.

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