



NEWS RELEASE

Royal Purple Industrial Launches New Website

Updated Site Offers Expanded Product, Application and Resource Information for Industrial Customers

WICHITA, Kan. (June 18, 2026) – [Royal Purple® Industrial](https://royalpurpleind.com), a leading provider of advanced synthetic lubricants, is pleased to announce the launch of its new website, designed to provide customers with an improved experience and easier access to product information, technical resources and support tools.

The new Royal Purple Industrial website features a comprehensive product catalog that makes it easier for customers to explore the company's full range of high-performance lubricants and solutions. The site also includes expanded industry and application content, giving visitors more detailed information tailored to specific sectors, equipment needs and operating environments.

Built with streamlined navigation and a more intuitive user experience, the website provides convenient access to technical documents, certifications and educational materials through a new resource library. Customers can also use the site's distributor locator to quickly find domestic or international support.

Coming soon, the website will include a new Electrical Power and Carbon Credit Calculator, a tool designed to help customers determine potential savings when converting to RPI lubricants.

The new site reflects Royal Purple Industrial's continued focus on delivering performance, reliability and innovation to industrial customers. To explore the new website, visit royalpurpleind.com.

About Royal Purple Industrial

Royal Purple® Industrial, or RPI, is a leading provider of advanced synthetic lubricants engineered to optimize machinery performance, reliability and efficiency. Building on a heritage of synthetic lubricant innovation dating back to 1986, RPI develops lubricants that help industrial customers reduce total cost of ownership, increase productivity and maximize profitability. Designed for demanding operating environments, RPI lubricants deliver long oil life, strong wear protection, corrosion resistance and clean operation, helping extend equipment life, reduce energy consumption and lower operating costs. 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 royalpurpleind.com.

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