**STLE Announces Launch of European Advisory Council**

**Brussels, April 2013** – STLE (Society of Tribologists & Lubrication Engineers) announced today that it has formalised the creation of a European Advisory Council to advise on new initiatives and program development strategies in Europe.

The Council will be comprised of 7 European sector experts with STLE President and Executive Director as standing members. The Council will be chaired and managed on behalf of STLE by Interel, an international consulting and association management firm based in Brussels.

Speaking of the formation of the Council, “STLE Executive Director, Edward Salek commented: ‘The creation of the Council is an important step for STLE as it seeks to widen its engagement outside of North America. The research that Interel has conducted on our behalf over the past year shows us that there is an appetite in Europe for what STLE has to offer but that our brand and our programs have perhaps not been as well positioned or publicized as they could have been to this point. The Council will help us think through how best to raise our profile and maximise our growth potential in ways that are relevant and sensitive to the particular demands of this very diverse market’.

Interel have conducted a number of research projects for STLE over the past 15 months as well as facilitating their expansion into Europe through the provision of local operational, marketing and administrative support.

“We have worked with STLE on a number of strategic assignments over the past year or so and our role in helping to establish and manage the Council is a logical outgrowth of that work” says Bob Lewis, Partner & Group Head of Association Management at Interel. “The relationship between our two organisations is very complementary and we are delighted to be extending our partnership with STLE into a more operational phase of their program development”, he adds.

Members of the Council are David Whitby (Chief Executive, Pathmaster Marketing Ltd); Daniel Nelias (Professor, INSA Lyon, LaMCoS); Robert Stubbs (EMEA Business Development Manager, Sea-Land Chemical Europe); Marcin Szponder (Regulatory Affairs Director, Polish Organisation of Oil Industry and Trade); Ekkehard Daschner (Global Industrial & Marine EB/OEM Manager, ExxonMobil Products Technology, Esso Deutschland GmbH); Jesús Terradillos, (Director, Tekniker Technological Centre, Fundacion IK4 Tekniker); and Jan Arickx (Manager Europe Technical Support, Chevron Lubricants). These individuals were selected for their combination of technical expertise and strategic insight into the tribology and lubrication market in Europe. Edward Salek (Executive Director, STLE) and Jerry
Byers (President, STLE) are standing members and the Council is chaired by Bob Lewis.

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About Interel
Interel is a fully integrated international consultancy specialising in strategic communications, public affairs and association management. The group was created in 1983 in Brussels, where it is the single largest consultancy in its sector with close to 100 consultants providing local, European as well as International services to well over 200 clients. Interel also has its own offices in Berlin, Delhi, London, Paris and Washington DC as well as an integrated network of affiliated firms spanning the globe. For more information: www.interelgroup.com

About STLE
STLE is the premier technical society serving the needs of more than 10,000 individuals and 150 companies and organizations that comprise the tribology and lubrication engineering business sector around the world. Through its programs and services it aims to advance the science of tribology and the practice of lubrication engineering in order to foster innovation, improve the performance of equipment and products, conserve resources and protect the environment. For more information, visit www.stle.org.