

Sales & Marketing Resource Center

Quick Reference Guide

The Sales and Marketing Resource Center (Toolkit) provides the tools and resources you need to deliver growth and customer value, from brand strategies and CVPs to sales presentations, images/logos and product guides. The Toolkit is evergreen, with new materials being added continually.

Offerings:

- Industrial Product Launch (PRI) materials
- US and Canadian materials
- News Features
- Easy to use Menu options
- Quick and easy checkout experience

Login

Go to www.sopus-toolkit.com.

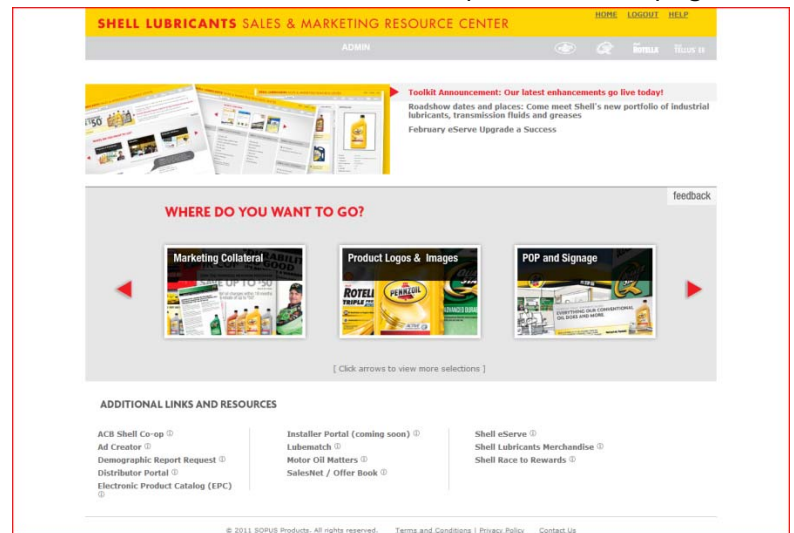
If this is your first time to visit, click on "Register here". You will need to complete and submit a short registration application. Once the application is completed and approved, you will receive an email with your User Name and Password information. This usually takes less than 24 hours.

Please note: If you are not a Shell employee, you will need to provide the name of your Shell point of contact.

Navigation

Once you log in, you have several options to choose from. The News section at the top of the homepage shares some of the latest communications covering various related topics and the "Where Do You Want To Go" gives you six navigation options:

- **Marketing Collateral** - browse and download/print marketing collateral
- **Product Logos & Images** - search for product photography or brand logos
- **POP and Signage** - order exterior signage
- **Programs & Promotions** – brief overview, timing and related forms
- **Education** – overview and links to excellent education opportunities
- **Customer Solutions** – menu of and links to 3rd party offered services



Lastly, at the bottom of the homepage, "Additional Links and Resource" (including pop-up overviews) are provided for your convenience.

Download and Zip

[To speed up the download process, especially for multiple files, files are compressed to a WinZIP folder, a file compression program.]

How to download files from the Online Toolkit:

Step 1: Select items by checking the box in the "Order" column

Step 2: After your selection has been made, click on the "Download Selected File(s)" button.

Step 3: Upon download completion a dialog box will appear, click on "Open Folder" then double click on the zip file.

Print on Demand

Step 1: Choose the document you want, change the quantity then "Add To Cart". Repeat this process for every document you want to print.

Step 2: "View Order" and review for accuracy

Step 3: Click "Update Cart" if changes are made to order

Please Note: Minimum \$25.00 order is required

Step 4: Click "Check Out"

Step 5: Follow on screen instructions for Checkout steps

Step 6: "Okay" when you are done

Step 8: Receive confirmation of your completed transaction

The screenshot shows the 'SHELL LUBRICANTS SALES & MARKETING RESOURCE CENTER' interface. The main content area is divided into 'RESULTS' and 'PRINT-ON-DEMAND'. The 'RESULTS' table lists various documents for sale, including 'Pennzoil Conventional', 'Pennzoil High Mileage Vehicle', 'Pennzoil Gold', 'Pennzoil Platinum', 'Pennzoil Platinum OW-20', 'Pennzoil Platinum VX SAE 5W-30 Full Synthetic Motor Oil', 'Pennzoil Platinum OW-20 Q&A', 'Pennzoil Ultra Product', 'Pennzoil Family of Products', 'Pennzoil Family of Antifreeze/Coolants', and 'Pennzoil Brand Filter Key Performance Goals'. The 'PRINT-ON-DEMAND' section shows a preview of a document for 'Q&A - PENNZOIL PLATINUM 5W-30 FULL SYNTHETIC MOTOR OIL' with a material code of CS5691-01, a cost of 0.26, a size of 8.5 x 11, and a quantity of 100. There are 'ADD TO CART' and 'VIEW ORDER' buttons at the bottom right.

Thank you for your order!

How to download logos & images from the Online Toolkit:

Step 1: Select an item by checking the box in the "Download" column

Step 2: Choose File Format

(Tip: JPGs are best for websites & presentations. Use a TIFF file for print advertising.)

Step 3: Choose another item or click on the "Download Selected File(s)" button.

Step 3: Upon download completion a dialog box will appear, click on "Open Folder" then double click on the zip file.

The screenshot shows the 'SHELL LUBRICANTS SALES & MARKETING RESOURCE CENTER' interface. The main content area is divided into 'RESULTS' and 'DOWNLOAD'. The 'RESULTS' table lists various images for download, including 'Pennzoil Family', 'Pennzoil conventional hero 1qt', 'Pennzoil Automatic Transmission Fluid 1 qt', 'Pennzoil Conventional 12-1qt Hero', 'Pennzoil Conventional 3 qt hero', 'Pennzoil Gold Synthetic Blend 1 qt hero', 'Pennzoil ATF-4 Automatic Transmission Fluid 1 qt', 'Pennzoil Dexron-VI Automatic Transmission Fluid 1 qt', 'Pennzoil High Mileage Vehicle 1 quart', 'Pennzoil High Mileage Vehicle Motor Oil 5 gal hero', 'Pennzoil Multi-Vehicle ATF 1qt', 'Pennzoil Dot 3 Super-Heavy-Duty Brake Fluid 1 gal', 'Pennzoil Platinum 1 qt hero', 'Pennzoil Platinum 5 qt hero', 'Pennzoil Platinum 5W-30 Motor Oil 6-1 qt', and 'Pennzoil GearPlus 80W-90'. The 'DOWNLOAD' section shows a preview of a set of Pennzoil motor oil bottles with a brand of Pennzoil, product of Pennzoil Family, category of Motor Oil, stock number of N/A, size of N/A, and country of US. There is a 'DOWNLOAD SELECTED FILE(S)' button at the bottom right. Below the table, there is a 'CHOOSE FILE FORMAT' section with options for 6" RGB JPG @ 72 dpi, 3" CMYK TIFF @ 300 dpi, and 7" CMYK TIFF @ 300 dpi.

If you have questions, or need additional support, please contact CreativeServices@Shell.com