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Irving Expands in New England

By George Gill

Myra Distributing will distribute Irving-branded lubricants in the New England region under an agreement with Irving Oil subsidiary Coastal Blending and Packaging.

Kevin Boyle, general manager for Coastal Blending and Packaging, noted that Myra Distributing's strategic location in Massachusetts provides a new channel to penetrate the southern New England market for the Irving brand. Myra now distributes a full line of the Irving products throughout Massachusetts, southern New Hampshire, southern Maine, Connecticut and Rhode Island.

Myra Distributing has offered automotive and industrial lubricants, along with other products related to the automotive industry. The agreement with Coastal helps it expand into other product markets as well.

"Because the Irving brand of lubricants offers a complete array of oil, grease and industrial fluids, we can better serve the needs of our existing customers," said Myra Coletti, president of Gloucester, Mass.-based Myra Distributing. "We are well-positioned to expand further into marine, machining and commercial industries."

Coletti noted that Coastal has been trying to get into the New England area for some time. "It's a solid company, and the fact we're getting in at the early growth stage, I think means we're going to be integral in really helping it grow in this market," she told Lube Report.

Coastal Blending and Packaging specializes in blending and packaging lubricants, solvents and other chemicals, marketed under the Irving and Cobra brand names as well as for a variety of private label customers. Wholly owned by Irving Oil Ltd., Coastal is based in Canada in Saint John, New Brunswick, where it has a 157,000 square foot facility.

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