



## PetroChoice Acquires US Lubes Southern Division

PetroChoice is excited to announce the acquisition of the remainder of US Lubes, Inc. assets effective March 4, 2013. In December of 2012, PetroChoice acquired the assets from the New Jersey division of US Lubes. After detailed discussions and a thorough review of the remaining division's business, the decision was made to acquire the southern division which expands our geographic presence. "Having already combined the efforts of US Lubes North with PetroChoice's current mission, this has allowed us to offer our Mid-Atlantic customers unparalleled sales and service," said Bob Mills, President of PetroChoice's Mid Atlantic division. "Adding the assets of US Lubes South to our portfolio really expands the depth of our Mid Atlantic offering, and we are very excited to now have a physical presence in Virginia."

US Lubes and its predecessors have been committed to distributing quality lubricants to the Automotive, Commercial and Industrial segments for over 80 years. Bill Packer, CEO of US Lubes, and his Customer Satisfaction Team are working closely with PetroChoice to create a smooth and seamless transition for all customers. "At US Lubes, our customers' satisfaction was always our

number one objective. Based on the ease of transition with our previously divested New Jersey assets, we quickly agreed that PetroChoice was and is the best solution to continue our commitment to all of our customers," said Packer.



### What US Lube Customers Can Expect

**-Continued delivery of the same premium products manufactured at the same facilities with the same base oils and additive technologies that you have been receiving from US Lubes. The only difference you will see is a name change on the non-major oil company products to the nationally recognized CAM2 brand.**

**-The service levels will be among the best in the country.**

**-Increased products and services available to customers (for example you will be able to buy lifts, heaters, filtration units, warehouse fans and more with PetroChoice).**

**-Premium quality products with fair and competitive pricing.**

**-You and your orders are important, and you will be treated with respect.**

We sincerely appreciate your business. The PetroChoice team looks forward to servicing your needs going forward. We are grateful for your loyalty and welcome your feedback. Stay tuned as we continue to improve on the value-added products and services that we will offer to help you grow your business.💧



## New Design, Same Quality Products and Service

PetroChoice is excited to announce the launch of our newly designed and branded bulk and box trucks. We are in the process of updating all of our trucks to reflect the current PetroChoice branding. In the mean time, our Mid Atlantic customers may receive deliveries from PetroChoice, Craft Oil or US Lubes trucks. Rest assured you are receiving the same quality products you have come to expect from PetroChoice. Look for our new trucks on the road!💧



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## Employee Spotlight

### CHRIS MCGARRITY & RICH BARAN

PetroChoice's Mid-Atlantic Service Departments are managed by two seasoned and impressive leaders - Chris McGarrity and Rich Baran.

Chris McGarrity is our Service Manager in Aston, PA, handling all installation and service work for our southern PA, DE and NJ markets. Chris has been working in the Equipment Service Industry since 1989, beginning his career with AD Supplies, an Automotive and Industrial Equipment Specialist Company in Willow Grove, PA. He started as a Service Technician, and 4 years later moved inside to become the Parts Manager. Within 7 years, Chris was asked to oversee the entire Service Department, managing 6 service reps. In 2010, his role transitioned to Craft Oil Corp. when they acquired AD Supplies. Chris now manages daily operations of 10 Service Department technicians, which includes scheduling and executing all service and installation work. Over the years, Chris has enriched his technical background through various supplier training and certification programs with Clean Burn Waste Oil Heaters, RGF Water Recycling Systems and FS Curtis Air Compressors, to name a few. He attributes his longevity in service to the simple fact that he enjoys the work, the people he helps and the ability to solve problems and provide solutions. When asked what he is most proud of with working at PetroChoice, he said, "We have all come together in a short period of time to become a cohesive group in a busy environment."



On a personal note, Chris has been married for 19 years to Kelly and they have two remarkable kids, CJ (12) and Hailey (10). His favorite past times include target shooting, fishing, boating and building flying nitro-methane model helicopters that are 4-5 feet in length! For 10 years, Chris was the drummer in a band called "Almost Famous" with his brother Drew (also a team member at PetroChoice). His band played at various venues in Philly and the surrounding area up until a few years ago! Rock on!



Rich Baran is our Service Manager in Avoca, PA, focusing on installations and service work in Western and Northern PA, as well as Northern NJ. His path in the Service Industry began in 1991 when he graduated from the University of Scranton with a BA in Business Management. From 1991 to 1994, he worked for Agway Energy Products in Vermont and Massachusetts as their

Service Operations Manager. During his tenure at Agway, he managed service calls and installations of oil fired and LP fired heating equipment and tanks for the residential market. He then spent 14 years at Frame Oil in Beaver Meadows, PA as their Service Manager before working at Montour Oil until 2009. Since 2009, Rich has managed the Service Department for Craft Oil-now PetroChoice- which consists of 8 Service Technicians. He has always enjoyed the mechanical side and the fact that you constantly have to keep that ball moving forward. Rich mentioned, "What I enjoy most is seeing the end result of a lot of effort- such as a fully functioning dealership kept warm with waste oil." Rich is most proud of being a part of something big. He's amazed at the dramatic growth in the service department in just a few short years. He wrote, "Our service department does beautiful work that solves problems."

Rich and his family live in Sugarloaf, PA. He has been married to Maxine for 20 years and they have two terrific kids, Alexandra (18) and Ross (15). In his spare time, he enjoys mountain biking, but mostly just hanging out with the family, running the kids around and helping with homework. Life is good! ♦

-Erika Poluch, Sales and Marketing Coordinator

## Tank Expansion Projects Aston, PA & Fords, NJ

PetroChoice's Aston, PA and Fords, NJ facilities recently embarked on a project to expand bulk lubricant storage capacity. Their projects began in early April and will be completed by mid to late May.



Aston, PA Construction

Currently the Aston facility can store over 360,000 gallons of bulk lubricants, and this tank farm addition will increase storage capacity by over 35%. The project includes construction of a new concrete containment dyke. During this process, 14 tanks will be installed which are compartmented to hold up to 25 different products. Additionally, 25 dedicated steel lines will be added to connect the tanks to a pump house. Updated electric

lines are being added to accommodate 2 additional pumps to allow for faster loading and unloading of tankers and delivery trucks, enhancing PetroChoice's dedication to quality assurance.

PetroChoice's Fords facility has also begun the process to expand its tank farm capacity. Plans have been finalized to add 11 new tanks with a capacity of 61,000 gallons, increasing Fords total tank volume to 161,000 gallons.

Construction is set to begin as soon as permits are issued. Reinforced concrete pads will be poured to support the new tanks. After one week of curing time, the tanks will be set. All pipelines will then be run to the pump area. The Fords project is expected to be completed by the end of May.

During the construction in both locations, PetroChoice team members have worked hard to accommodate construction teams while providing uninterrupted service to our customers. ♦

-Mark Best, Operations Manager-Aston &  
Erik Olsen, Purchasing Coordinator-Fords

## Tech Talk

### SEASONAL TIP-USED OIL HEATING EQUIPMENT

Once you are finished using your boiler or furnace this heating season, it is VITALLY IMPORTANT that you turn the main power OFF. This can be done at the breaker panel, but there should also be an "emergency" on / off switch that can be used as well. If you own a Clean Burn furnace or boiler, you will want to make sure that the green power indicator light goes out. This light is located directly on the front of the burner. When you turn the power off, you are turning off the heating elements that generate carbon build up inside the burner unit. This build up is the main reason for nuisance service problems like clogged nozzles, and ultimately leads to misfires.

Lastly, don't forget to call PetroChoice to schedule your Clean Burn Summer Cleaning while we offer special summer discounts! Our competent and courteous trained service technicians will service your equipment so it runs like new for next winter.

### SEASONAL TIP- AIR COMPRESSORS

Each year when the seasons change, you may notice water in the compressed air supply. If you are unsure, you can check with the technicians in the shop to see if the water is coming out of the air tools. They will know if this is an issue. Water can damage the air tools over a period of time.

There are a few options to resolve this issue. The most efficient way to alleviate the water is to install a refrigerated air dryer. These can be purchased and installed through our sales and service department, and they are relatively inexpensive to integrate into the air system.

You can install automatic timer style tank drains at the receiver of the compressor tank. These will automatically open and discharge the water on a timer, set for the times you choose. Lastly, you can manually open the drain valves, and drain the receiver tanks.

Give us a call at 1-800-451-5823 if you have a water issue, and we will send one of our equipment specialists to give you a quote to dry the air in your shop. ♦

-Chris McGarrity, Service Manager, Mid Atlantic

## Employee Spotlight

### KEVIN EDER

This issue's Midwest spotlight is on Kevin Eder, a dedicated sales professional who happens to be a race car driver as well!

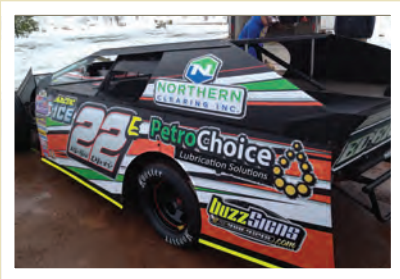


Kevin, born and raised in Ashland, WI, attended the University of Minnesota Duluth, and graduated in the Spring of 2011 with a B.A. in Organization Management and a minor in Coaching. Don't let his young age of 24 fool you, Kevin has worked hard, building his skill-set since he was 14 years old. Having worked various positions in service and as a laborer, Kevin landed a role with an Ice Distribution Company during the summers while he was attending college. He was in charge of everything from inventory to delivery. At the age of 18, he became the first official CDL certified driver at the company. Additionally, while working through college, he was promoted to the Supervisor of the University's intramural program where he did everything from scheduling games to hiring and training officials.

In October of 2011, Kevin joined the PetroChoice Midwest Division as a Territory Manager. The sales territory that he covers is the northern half of Wisconsin, parts of Duluth, MN, Superior, WI, as well as the Iron Range of Northern Minnesota. Most rewarding to Kevin about being in sales for PetroChoice is learning about how his customer's businesses operate. He's lucky enough to work with and help the people who produce one of the areas most favorite beef jerky products (Jack Link's), as well as those who deliver it to the stores. Kevin said, "I'm just excited that I was able to come into the company and continue building the relationships that my predecessor laid out."

He currently lives in Duluth, Minnesota and enjoys spending time with his girlfriend, shooting hoops in the gym, going to the lake and competing in 5k's, 10k's and half marathons. He said, "I was forced to become a runner after college to combat my eating habits." Kidding aside, as mentioned earlier, Kevin is a bona fide race car driver.

Racing has been a significant part of his life since the day he turned his first laps in a car at the age of 14. This year marks his 10th year behind the wheel and he will be competing in the WISSOTA modified division in his PetroChoice sponsored race car. Many customers he began working with at PetroChoice were involved with racing in some aspect, and it has become a vehicle to expand his relationships with customers. Through PetroChoice, he has been able to invite many customers to the track. Last year there were two PetroChoice nights at the race track with over 800 customers and family members. The hope is that this year will be even bigger!!!



-Erika Poluch, Sales and Marketing Coordinator

# Portable Filtration Solutions The PetroChoice Way

At PetroChoice, our goal is to provide our customers with best in class lubrication solutions. One of the many ways we achieve this is by utilizing the PetroChoice brand of filtration equipment for off-line filtration, flushing and fluid transfer. These units are designed to safely and efficiently remove contaminants and water with the use of Donaldson's single pass-filtration technology to achieve the targeted ISO cleanliness levels.

Donaldson Clean Lubrication Solutions offer the following filter elements that are rated with an ISO efficiency rating of Beta 2000. Typically, the P568664 25 micron element is recommended for most engine oil and gear oil applications while the P568665 7 micron element is recommended for most transmission oil and hydraulic oil applications. For applications that require very fine filtration the P568666 4 micron element is a great choice. Also, using the P570248 20 micron water absorbing element helps control moisture from contaminating the equipment being serviced.

PetroChoice offers a complete line of filter carts: EconoChoice, TandemChoice and UltraChoice that are an excellent option for off-line filtration applications. These carts are very mobile and easily transition from location to location. The EconoChoice cart has a dual filter head with a 50 psi bypass and a 25' retractable electrical cord. The TandemChoice cart offers the added benefit of minimizing cross contamination of fluids by having two sets of isolated filter heads while the UltraChoice cart features a non-bypass dual element head and a pressure switch that will turn the cart off once the filter elements are close to being plugged with contaminants.

For gearboxes, electric motors and reservoirs that require permanent installation of offline or supplemental filtration, the PanelChoice unit is ideal. One common optional feature is the addition of a heat exchanger, either an air/oil or water/oil, to provide cooling along with the filtration to maximize the life of equipment. When a lightweight and extremely portable filtration unit is required the HandiChoice Compact unit fits nicely were the others cannot. The HandiChoice Compact unit comes standard with a black powder coated steel frame or an optional aluminum diamond plate frame for an even lighter package. Another versatile option for fluid transfer is the PortaChoice Transfer cart. With 30 gallons of capacity and an onboard pump that filters the fluid as it is being filled, it also filters the fluid as it is being dispensed. This unit can also be utilized as an off-line filter cart.

The PetroChoice brand of filtration equipment comes standard with a 115V electric motor and your choice of either a 1, 2.5, 5 or 10 gallon per minute pump with an internal relief valve to prevent system over pressurization. Each unit is available with an almost endless number of options and additional features. Please contact your local PetroChoice Representative to discuss all your lubrication solutions needs.

-Ryan Salberg, Industrial Sales & Service Manager, Midwest

## PetroChoice Portable Filtration Units

(All shown with optional features)



PanelChoice



HandiChoice



EconoChoice



UltraChoice



TandemChoice



PortaChoice

## From the Desk of Shane O’Kelly

Dear Valued Partners –

It is hard to believe that we are almost halfway through 2013. At PetroChoice, the past 6 months have passed quickly as we have been steadily integrating the recent acquisition of Craft Oil. During this period we have implemented a number of key initiatives, including changing our enterprise software system, evaluating our benefits and 401K plan, and budgeting capital dollars for new equipment. The most important initiative during the integration is to maintain focus on our mission to create value for our customers. As a unified organization, we are striving to do more than just deliver lubricants. We believe that to be the supplier of choice, we must offer a complete suite of solutions. Here are some quick points describing our solution capabilities.

1. Our solutions begin with our well trained, professional sales team who has a deep understanding of how specific products perform in different environments.
2. Our pledge is to always make sure that the customer gets the right product for the right situation.
3. Good service begins with our fleet, where our drivers will accurately deliver the products in a prompt and professional manner.
4. Our service team can provide solutions by completing complex on-site installations with tanks, pumps, lines, and meters.
5. We can also implement other value added programs such as installing filtration systems. Did you know, a properly set up filtration system can significantly extend a lubricant’s life, extending change out intervals up to 5x, which results in substantial savings.

We look forward to the second half of 2013 and are excited to continue moving forward. As a company, we want to grow with our customers by providing the most comprehensive offering of products, service and solutions. As with everything we do, your feedback matters. Your thoughts are always welcome at sokelly@petrochoice.com.

Sincerely,

Shane O’Kelly  
PetroChoice Chief Executive Officer

## The Matrix System by Graco- The Ultimate in Total Fluid Management

Every large vehicle service facility is looking for methods to improve efficiencies and increase profits. Using a fluid inventory control system employing the latest technology is one way to achieve these goals.

The Matrix Total Fluid Management System by Graco can optimize productivity and efficiency with features that provide accurate fluid inventory control, permit simultaneous dispensing of fluids to multiple stations, allow technicians to control the process from their bay, and track every dispense by repair order. The system also records every transaction on a PC, instantly conveying the information to the parts department. Because Matrix is a wireless system, the installation and set up costs are much less expensive than a traditional, hard wired system.

The components of the Matrix system include; Fluid Management Software, Dispense Meters, Tank Level Monitors (TLM), Pump Air Controls (PAC)



and Transceivers, which can easily be installed with an existing or new lubrication system. Together, these components communicate information wirelessly to a PC. Many software options are available to configure your system to the specific needs of your shop. These software options include: automated e-mailing of tank levels including high or low level warnings, customized reports, and use of PIN numbers to identify system users. The Matrix operating screens can also be viewed on any PC on the network.

Matrix meters wirelessly convey all dispense information to the parts department. Meters can be programmed to accept repair order numbers and/or technician pin codes via the meter keypad. The Matrix TLM transmits tank level information to the PC, keeping the parts department informed of their current oil inventory. The Matrix transceiver allows your PC to communicate with the other components of the system. The Matrix PAC controls the air supply to the pump, pressurizing the system only when an authorization to dispense fluid is received. The PAC can prevent expensive cleanup costs in the event of a fluid line break.

The Matrix Fluid Management System will improve the quality, accuracy and speed of service that you provide to your customer, as well as improve efficiencies and enhance profitability of your business. To see if the Matrix Total Fluid Management System is right for your service facility, contact your PetroChoice representative for a demonstration and quotation. ⬇

-Kevin Cooper, Manufacturers Rep- Graco

### Recent Acknowledgements

• PetroChoice Midwest was recently awarded Donaldson’s elite “Eagle Award”. This is accomplished by breaking the \$1M threshold in one years’ time. This is the only Donaldson Eagle award ever in the state of Minnesota, and only 26 awards have ever been issued! Pictured: Michelle Nelson (PetroChoice), Pat Carey (Donaldson), Ron Hendricks (PetroChoice)



• ExxonMobil recently awarded PetroChoice with the Highest Level-Circle of Excellence-Gold Status Award. This is a great honor with only 10 distributors throughout North and South America achieving this level of recognition for having achieved the highest performance standards and dedication to best practices.



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