

PetroChoice And VPS: Your Chemical Solutions Provider

Petro Choice has partnered with Valvoline to be the primary Automotive Chemical Products provider with its Valvoline Professional Series (VPS). The relationship began in 2006 when Loos & Dilworth, now PetroChoice, added the VPS line to their product offering. They were able to leverage their existing business relationships to grow the Automotive Chemical Products line. VPS has proven to be a reliable profit generating source for service departments offering multiple system maintenance programs. Consequently, this product line allows PetroChoice to interact with service technicians and service writers, which has significantly developed and deepened their relationships with their customers while providing them with a product that provides successful solutions.

So what is VPS?

The Valvoline Professional Series (VPS) provides the means and tools to get the most from automotive maintenance service programs, assisting the bottom line in dealerships, automotive service centers and quick lubes. The program provides

loyalty and warranty programs with specific consumer retention promotions to drive customers back to the specific retail business, as well as a multitude of point of sale materials.



The VPS Program provides product categories that are derived from a solvent-free technology, including cooling systems, fuel systems, power steering systems, engine cleaning, automatic transmission, brake systems and much more. For example, the Valvoline cooling system service will help prevent failure, the #1 cause of on-road engine related breakdowns. Regular cooling system maintenance helps prevent engine over-

heating in the summer. Rust and scale may build up interrupting the proper flow of coolant. Failure to maintain proper servicing of the coolant system may lead to overheating, breakdowns and costly repairs.

Valvoline provides fully funded marketing campaigns designed to create consumer excitement with benefits such as discounts on desired products and services. VPS products assist in sustaining OEM maintenance requirements and improving vehicle performance. Additionally, these programs provide benefits to the installer by increasing customer traffic, increasing average repair order tickets, improved loyalty and reduced discounting. The VPS program offers a best in class Limited Lifetime Warranty providing \$1,000 to \$4,000 in coverage for specific VPS services performed.

To learn more about the benefits of VPS, please contact your local PetroChoice representative today! ♦

-Rich Malec
Territory Business Manager, Valvoline

VPS Line Of Products



Battery System



Brake System



Cooling System



Driveline System



Engine Cleaning
System



Fuel System



Power Steering
System



Transmission
System

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Employee Spotlight

ED YATES

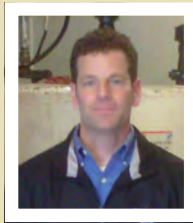
Our Mid Atlantic spotlight is on Ed Yates. With over 25 years of experience in the oil lubrication business, he is one of PetroChoice's most seasoned and multi-faceted salesmen.

Ed grew up in the Olney section of Philadelphia. The youngest of 5 in a traditional Italian home, he learned early on the importance of hard work. He graduated from high school in 1982 and went on to study at LaSalle University. Shortly thereafter, he had to leave school to take over his father's contractor business with his brother because his father suffered a severe injury. It was in those years that Ed honed his skills in electrical work and carpentry which to this day he enjoys immensely. In 1987 he decided to return to school and while working a part-time job in bartending, was introduced to Rick Campbell who was the owner of Loos & Dilworth, a Lubricants Distributor in Bristol, PA. This chance meeting proved positive when Ed began working for Loos & Dilworth as a Sales Representative. Within a few months, he was covering the entire southern New Jersey territory. Over the next few years, he grew the business and was promoted to Sales Manager in which he worked their entire marketplace. In 2009, L&D was acquired by PetroChoice. By the way, Ed did continue his education and graduated in November of 2012 from Gwynedd Mercy College with a Bachelor of Science in Business Administration with an organizational management background.

As mentioned earlier, Ed is one of PetroChoice's most multi-faceted sales leaders. He has extensive experience in finished lubricants but he is also very knowledgeable in the chemical (specifically Valvoline's VPS Chemical Line) and the lubrication equipment business. Ed said, "I enjoy presenting a product that I know will be a benefit to the customer. It makes the communication process very easy when you believe in a product or service."

Ed resides in Doylestown, Pa and is the proud father of 13 year old daughter Amelia. In his spare time he plays in an ice hockey league out of Hatfield, PA. Additionally, he is the bass guitarist and vocalist in a band called Phrogger. They can be found playing various venues across the Philadelphia area. Come check them out! ♦

-Erika Poluch, Sales & Marketing Coordinator



PetroChoice, Proud to Be a Part of the WMATA Upgrade

The Washington Metropolitan Area Transit Authority (WMATA) is the second largest transit authority in the U.S., moving 281 million riders to their destinations in Virginia, Maryland, and the District of Columbia every year.

In 2010 WMATA embarked on an ambitious expansion and renovation program, part of which is the renovation and updating of their commuter rail train maintenance facilities. Brentwood Yards in Northwest D.C. was the first of eleven facilities to undergo the process. A long time customer of Craft Oil, Sissco Permador in Somerville NJ was awarded the contract for the replacement and upgrading of the rail car lifting systems and they were subsequently asked to take on a change order to upgrade and expand the grease and gear oil distribution systems in the shops. Sissco asked Craft Oil, now PetroChoice to bid on this change order and we won the bid.

The job involved upgrading and moving the grease and gear oil storage location, and expanding the distribution system to double its size while incorporating the existing reels and dispensers. Performing this work in an active transit garage was no small undertaking. Our personnel worked under stringent conditions for weeks away from home and brought the job in under budget with a superior level of quality of workmanship. This system carries grease and gear oil at pressures up to 5,000 PSI to the points where the "Trucks", which are the assemblies upon which the rail cars ride the tracks, receive their periodic maintenance.



As you can see from the photo; a railcar maintenance facility is a crowded, busy environment to work on high pressure lube equipment. The WMATA maintenance crews will be able to perform their work in a safer and more efficient

fashion for decades to come. All of us at Petrochoice are proud that we could be a part of this project. ♦

-Jeff Dale, Equipment Specialist

Tech Talk

Capacity --- Safety --- Productivity --- Low Cost

If you have an open space in your facility, why not make it a productive space, immediately.

As a leading authorized ROTARY Lift distributor, we can now offer you Portable Mobile Column Lifts--- the MACH 413. These new "State of the Art" columns are battery operated, incredibly fast and easily moved around your facility as needed. Their features are unparalleled in the industry. There does not need to be a dedicated service bay, and adding this lift to your facility can bring in new customers, resulting in greater revenue. You can lift, inspect, and/or service cars, super cab pickup trucks, large trucks, buses, and trailers. The possibilities are endless.

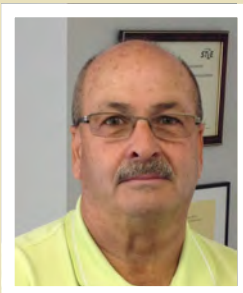
Invite us to visit and discuss the potential for your operation. Call your PetroChoice Territory Manager today at 1-800-451-5823. ♦

-Bill Shapcott, Equipment Specialist



Employee Spotlight

RANDY BROWN



This issue's Ohio spotlight is on Randy Brown, a seasoned sales professional who selflessly dedicates his personal time to helping others.

Randy has over 30 years of sales experience in lubricants and has been with the Mason, Ohio office for 16 years. He currently leads the sales team in all metal working applications. He is also a STLE certified lubrication specialist and continues to add value in many lubrication applications.

In addition to being a minister for two decades, Randy has led efforts for relief in Haiti. He served on the board of directors of Haiti Gospel Mission USA and helped raise funds for relief effort and orphanage needs. Last year, Randy founded Haiti Church Ministries, a non-profit ministry, helping churches and communities in southern Haiti. Randy has made numerous trips, sacrificing his vacation time to personally travel to Haiti to help educate pastors and church leaders, and work with community needs. Currently fifty churches in Haiti take advantage of the work and support of HCM. Along with church work there, Randy personally provides college funding for two orphans that are now in nursing school. He also leads short-term work teams to areas that need work support. 💧

-Jeff Pyles, President- PetroChoice Ohio

Flexible Coupling Lubrication

Flexible couplings are relatively small in comparison to the equipment they tie together. However, they play a large role in equipment reliability. A coupling failure could cause significant downtime and maintenance costs. The proper selection and application of coupling lubricants contribute significantly to equipment reliability and increased production. The majority of couplings in industry are lubricated with grease.

Grease is a suspension of a thickener in a lubricating oil. The oil provides the lubrication. But most general-purpose greases (e.g., Mobilgrease HTS) contain thickeners with a higher mass density than that of the oil, and if subjected to the centrifugal forces in a rotating coupling, the thickener will separate from the oil and accumulate in the tooth mesh area. The lubricating oil accumulates in the center of the coupling where it serves no useful purpose. This condition will cause high coupling wear and failure; therefore, a coupling grease must be formulated to resist centrifugal force destruction. Mobil manufactures several lubricants that meet the various application requirements of couplings.

Recommendations:

Use only Mobilgrease XTC, Mobilux EP 111, and Mobilgear SHC Series lubricants in couplings.

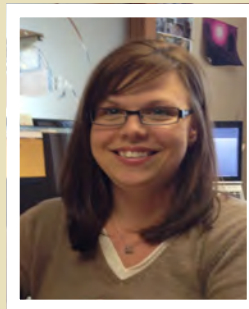
Grid- and Gear-type Couplings

Mobilgrease XTC

- Newer, advanced formulation with enhanced polymer additive
- Resists high-speed centrifugal separation
- High temperature stability
- Contains extreme-pressure (EP) additives
- Meets or exceeds (and is our primary recommendation for) AGMA CG-1 and CG-2 requirements

Employee Spotlight

MICHELLE NELSON



It is plain to see why Michelle Nelson has been chosen to be this issue's Midwest Division employee spotlight.

Born and raised in a small town, Poplar, WI, she grew up near the Superior area. After graduating from high school, she moved to La Crosse, WI to attend college. Prior to completing her degree, she switched career paths and moved back home to get licensed in real estate in both Minnesota and Wisconsin. Michelle successfully sold homes for 7 years with the local RE/MAX Company. One of her real estate clients worked at Anderson Lubricants and introduced her to Steve King (President) who hired her in 2006.

She began her career with Anderson Lubricants in customer service, but within months was asked to become the Assistant to the President. The position included everything from administrative duties to their internal pricing program. In the midst of all this, she became the Customer Service Manager and Mining Account Rep (2007- August of 2008). She left the organization from 2008 to 2009 for personal reasons, but returned in January 2010 as the Assistant to the President once again. This time around her primary focus was on the pricing side, specific to all the various mines they serviced. It was during this time that PetroChoice acquired Anderson Lubricants. In August of 2012, Michelle was promoted to the Purchasing Coordinator for the Midwest Division. Her primary focus is purchasing all ExxonMobil (railcars, tankers, and packages), Private Label, Petro-Canada and many other lines. She thoroughly enjoys every facet of her position. Michelle feels that everyday is challenging, but she is always learning something new. She said, "It's very easy to say that I work with the best people. We work hard, but also laugh hard as well!" She is most proud to know "a little about a lot". She has been fortunate to dabble in every department over the years and feels she can always contribute something.

She currently lives in Duluth, MN with her husband (Joe) and 2 kids Megan (11) and Jaxon (4). In her spare time she likes to spend time with her immediate and extended family hosting BBQ's. She enjoys reading, knitting with her daughter and learning how to play guitar! 💧

-Erika Poluch, Sales & Marketing Coordinator

Gear Spindles

Mobilux EP 111

- Acceptable for high degrees of misalignment
- Primarily for low speeds and high loads
- Contains Molybdenum Disulfide (Moly)
- Meets or exceeds AGMA CG-1 and CG-3 requirements

Couplings – Oil Lubrication

Mobilgear SHC 1500 up to SHC 46M

- Primarily recommended for very slow RPM couplings or those with excessive grease leakage
- Consult PetroChoice Field Reliability Services for assistance with oil lubrication of couplings 💧

-Dan Wideman
Field Reliability Specialist
PetroChoice Ohio

From the Desk of Shane O'Kelly

Dear Valued Partners –

Increased Accountability in our Industry is a good thing.

Imagine going to the grocery store and buying a name-brand bottle of filtered water only to discover that it contains unfiltered dirty water. The good news is that this typically does not happen and there are clear regulations from the FDA on water types, quality and labeling. Unfortunately, in the bulk oil business, there have been a number of instances of product fraud and it gives everyone in the industry a bad name.

At PetroChoice we are glad to see additional accountability coming to the lubricants industry. There are two major initiatives underway and both will improve our industry across the supply chain. These initiatives help provide consumers and end users with basic information that they have a right to know: the brand name of product they are buying, the product's viscosity, and it's level of performance. Seems straightforward, but unfortunately there are players who cut corners and ultimately deliver substandard oil that ends up in cars, trucks, and equipment.

The first initiative is from the National Institute of Standards and Technology which has published Handbook 130 outlining labeling standards. There are currently 22 states who are adopting these guidelines to become state law.

The second initiative was created by the American Petroleum Institute (API) and is called MOM or Motor Oil Matters. Under this program, the API would certify distributors and installers through audit processes to validate that they are providing high quality, API licensed oil. Consumers need only look for MOM Certification to know they are getting a high quality product.

We're glad to see standards being set and enforced. For PetroChoice and many other distributors and installers, living up to high standards is an everyday event. Getting rid of unethical distributors and installers is a good move for all of us. 💧

Sincerely,

Shane O'Kelly
PetroChoice Chief Executive Officer

Samson Fluid Inventory Management



Samson offers two types of inventory management controls.

The first is called an Inventory Management Console (IMC). The IMC is a simple control box that will handle two products and up to 10 dispense points. One of the unique features of the IMC is that it will power both AC and DC solenoids. This is an important and unique feature when replacing a competitor's existing system with the Samson IMC. In many situations the pulsers, solenoids and wire already installed at a dealership can be reused when installing a new Samson IMC "drop-in" control box. This system can also track inventory and can be connected to a PC with an optional interface and software.

The second inventory control is called the IMS which stands for Inventory Management System. This durable state-of-the-art system has been installed in thousands of locations around the world. The IMS offers simultaneous dispensing of fluid from the smallest to the largest systems, with an almost unlimited number of fluids and dispense points. The IMS can also display real time fluid levels of both new and waste fluids. The IMS can act as a stand-alone system or be interfaced with a computer in the shop. Keypads can be mounted throughout the shop to provide unlimited access to anyone with a Personal Identification Number. The IMS will more than pay for itself, virtually eliminating inventory shrinkage by monitoring and tracking all facets of dispensed fluid.

Transactions can be tracked by job number, customer name, fluid type, date or technician. The IMS utilizes a flow control unit at each dispense point with a bright LED display that shows real time dispensing of fluids. Starting in 2013 the IMS has the capability of fully interfacing with most Dealer Management Software Systems, including ADP.

Please contact your local PetroChoice representative for a demonstration. 💧

-Dave Uhle
Manufacturers Rep, Samson

Upcoming Events

September 25-26, Shale Insight 2013, Philadelphia, PA

October 2, West Virginia Oil and Gas Show, Morgantown, WV

October 21-23, Lubrication Reliability Symposium, Duluth, MN

November 13-15, DUG East 2013, Pittsburgh, PA

For more information about the events listed, contact Lindsay Bankert, lbankert@petrochoice.com



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