



Partner Pages

Pennzoil Introduces First-Of-Its-Kind Synthetic Motor Oils Made From Natural Gas



PLATINUM
with **PUREPLUS**™ TECHNOLOGY

Pennzoil® has introduced Pennzoil Platinum® and Pennzoil Ultra Platinum™ with PurePlus™ Technology, full synthetic motor oils formulated from natural gas. PurePlus Technology is a patented, revolutionary process that converts pure natural gas into the first-of-its-kind, high quality full synthetic base oil. The Pennzoil Platinum line of products made with PurePlus Technology is the first major development in motor oil in more than 40 years.

“Pennzoil is paving the way for our industry by offering modern and inventive synthetic motor oils made from natural gas,” explains Chris Hayek, Global Brand Director, Shell Lubricants Passenger Car Motor Oil. “What we like about PurePlus Technology is that it starts with a base of pure, crystal clear base oil made from natural gas with fewer of the impurities found in crude oil, which is the traditional base for many other conventional and synthetic motor oils.”

Pennzoil Platinum full synthetic motor oils with PurePlus Technology are designed to provide engines

Complete Protection, without compromise. Pennzoil Platinum premium motor oils keep pistons cleaner than any other leading synthetic¹, deliver better fuel economy², protect against horsepower loss, provide unsurpassed wear protection³ and deliver excellent performance in extreme temperatures.



The benefits of piston cleanliness, fuel economy and wear protection are derived from the combination of Pennzoil additive chemistry with PurePlus™ Base Oil. PurePlus Base Oils are able to fully enhance the benefits of Pennzoil additive chemistry which allow the full formulations of Pennzoil Platinum and Pennzoil Ultra Platinum to deliver these consumer benefits.

“Pennzoil is redefining the way consumers look at the motor oil category,” said Hayek. “Pennzoil Platinum motor oils with PurePlus Technology feature the capabilities to evolve with current vehicle technology to offer complete protection for today’s engines.”

For more detail on the Pennzoil Platinum with PurePlus Technology line of motor oils, visit

www.MotorOilReimagined.com

¹Based on pistons from standard V6 engine in ASTM Sequence IIG piston deposit test using SAE 5W-30. Does not apply to Pennzoil Platinum® Euro and Pennzoil® Ultra Platinum 0W-40. Pennzoil® Ultra Platinum keeps pistons up to 25% cleaner than Mobil 1; up to 35% cleaner than Valvoline® SynPower®; and up to 40% cleaner than Castrol® EDGE® with SYNTEC®. Pennzoil Platinum® keeps pistons up to 8% cleaner than Mobil 1; up to 17% cleaner than Valvoline® SynPower®; and up to 20% cleaner than Castrol® EDGE® with SYNTEC®.

²Fuel economy measurements made using CAFÉ cycle under FTP75. Avg of 550 extra miles based on mixed city/highway miles and US avg of 13,476 miles driven per year with 4.1% better MPG vs dirty engine. Source fhwa.dot.gov, 2011. Follow OEM recommended oil drain intervals.

³Based on Sequence IVA wear test using SAE 5W-30

Employee Spotlight

Mid Atlantic 2

Midwest 3

Recent Acknowledgements... 2

Tech Talk 3

From the Desk of
Shane O’Kelly 4

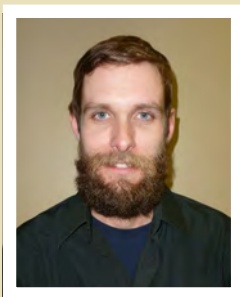
Upcoming Events 4

Employee Spotlight

JAMIE DERMODY

This issue's Mid Atlantic Division employee spotlight shines on Jamie Dermody.

Jamie was born in Cincinnati, OH where he spent his first 3 years before he was moved to West Chester, PA. Growing up in West Chester, he attended B. Reed Henderson High School, graduating in 2001. Upon graduation, he attended Johnson & Wales University in Providence, Rhode Island to study Hospitality. When Jamie would come home for summer breaks, he worked for PWI Incorporated, an automotive equipment company, where he learned the trade.



After graduation in 2005, Jamie accepted a full time position as an assistant with PWI. He continued to grow his natural technical talents in that position, working his way up to Installation Foreman, and then Service Technician. After 6 years Jamie inquired about an open position at PetroChoice. He was hired as a Service Technician at our Aston facility in 2011, and has since moved up to Service Manager.

Jamie's passion for his work stems from having family in the service industry. He has a natural technical talent when it comes to equipment, and is always prepared to get his hands dirty. As Service Manager, he excels at troubleshooting issues that arise, and feels like he is learning something new every day. He attributes his growth over the past 3 years with PetroChoice to his mentor, Chris McGarrity. "I really appreciate all of the help and guidance I have received from Chris," he said.

Jamie currently lives in Chadds Ford, PA, near the Chadds Ford Winery. He is a winter sport enthusiast and enjoys skiing and snowboarding when the weather is right. In his spare time, he works on vehicles and enjoys taking his Jeep to off road trail-riding parks, where if something breaks, he can fix it! 🍷

-Lindsay Bankert, Corporate Marketing

Recent Acknowledgements



- PetroChoice has achieved Phillips 66 Lubricants Top Tier Marketer status by exceeding quality, safety and environmental operational standards.



- PetroChoice was named as a 2013 Top 100 PMG Distributor by Graco. This acknowledgement is based on volume, growth and loyalty.

A Notch Above the Rest With Ultrasonic Cleaning

With the winter season coming to a close, it's a good time to be thinking ahead to next fall and winter, and to properly shut your waste oil heater down for the summer. Your furnace was put to the test this year, due to the long cold winter, and will need service. With proper maintenance you can expect a longer life span and much better performance from your furnace. PetroChoice is offering our "2014 Maintenance Program." We would like to express how important this maintenance is so please act now, and schedule yours today. The earlier you schedule, the cheaper the cost.

Every 700-1000 hours of run time is the correct interval to clean your furnace or boiler. The best time to do this is immediately after the heating season ends. It is important to remove the ash and soot from your equipment. Ash and soot will hold moisture, and cause rust. Time is of the essence.

As a furnace owner there are some things you can do on your own, and should do as soon as you stop using your equipment. At this time you should shut the power off to your furnace. Simply turning down the thermostat will not work. The burner pre-heater needs to be turned off. When you leave the power turned on, the burner pre-heater will cook the oil into carbon and clog the burner. You can do this several ways. You can simply unplug the yellow power cord to the burner, turn the circuit breaker to the off position, or shut off the power switch. PetroChoice has invested in Ultrasonic Cleaning Technology that ensures the very best quality of cleaning of your burners components. The aluminum pre-heating block is the heart of your furnace and where all the magic happens.

Oil and air enter the block and are heated, regulated,



and controlled via a series of solenoids, switches, thermostats and regulators which provide an atomized oil and air mixture. This mixture is required for used oil combustion. These aluminum blocks have been machined with numerous ports for the passage and control of oil and air. We use a special heated degreasing solution in our ultrasonic cleaners, and through micro vibrations it removes all of the carbon deposits throughout these ports and passage ways. Through years of experience we've determined the absolute best way to clean your pre heater is with this ultrasonic technology. PetroChoice has invested in this technology so you get the absolute best result and have the most reliable burner possible.

So reach out to your local territory manager for pricing and details or email service@petrochoice.com. Feel free to call us at 1-800-451-LUBE as well! Our spring/summer program will not last forever so take advantage of the savings and reserve today. 🍷

-Jamie Dermody
Service Manager-Aston

Tech Talk

GEARBOX INSPECTION PLATE GASKET REPLACEMENT

Background

A sealed gearbox excludes airborne contaminants from gears, bearings, and lubricants – extending the service life of the system. A sealed system also aids in maintaining a clean, safe work environment by not allowing oil to accumulate around a gearbox.

During inspection and maintenance activities, we encounter damaged gearbox inspection plate gasket materials. Past practice has been to remove the damaged gasket and replace the inspection plate without a seal. If a gearbox is found to leak oil from the inspection plate after gasket removal, a silicone-based material (RTV sealant) is commonly used to reseal the gearbox lid.

Discussion

While effective in sealing the gearbox, the RTV sealants cause clogging in the inspection plate bolt holes – making it difficult to reseal the gearbox – and can make the inspection plate difficult to remove during future inspection or maintenance activities.

We have found a method to effectively seal gearbox inspection plates while maintaining ease of access for inspection and maintenance activities.

Recommendations

Utilize adhesive-backed strips of compressible oil-resistant cork/rubber gasket material (example shown). There are several suppliers of this type of material.

One supplier, McMaster-Carr, offers the material in 1-inch wide strips that are 1/8-inch thick on a 50-foot roll. Their part number is 94545K59.



Consult PetroChoice Field Reliability Services for additional technical support with regard to this or any other lubricant-related issues you may encounter. ♦

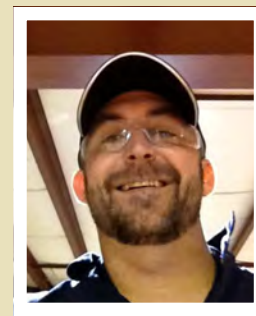
-PetroChoice Ohio

Employee Spotlight

PAT CONLIN

This issue's Midwest Division employee spotlight shines on Pat Conlin.

Pat moved to Duluth, MN from Texas when he was 8 years old. Growing up in Duluth, he attended Duluth East High School, graduating in 1989. Pat moved on to St. Paul Technical College (St. Paul, MN), specializing in HVAC and Commercial Refrigeration, graduating in 1993.



Upon graduation, Pat was hired by Grandma's Restaurants in Minneapolis working on their Commercial Refrigeration. He was able to transfer to the Duluth restaurant location in 2001, moving him closer to home. In 2006 Pat moved on to Carlson Refrigeration, where he met Kraig Kunkle. Pat worked as an HVAC Technician for five years with Carlson before Kraig encouraged him to interview with PetroChoice. In October of 2011 Pat was hired as the Midwest Service Director for PetroChoice, which soon became PetroChoice. After having worked for smaller companies, he has enjoyed the differences and challenges of working for a larger corporation.

Pat has excelled in his positions within the industry because of his easy personality and enjoyment in interacting with customers. He enjoys the hands-on aspect of his position, and has developed strong relationships with his coworkers, who he learns from every day. Pat has been instrumental in the Mesabi Nugget lubrication program, taking the lead on the project. Over the past 2 years, he has been able to recommend solutions for greasing the whole plant, as well as equipment that will support their processes. The on-site team had started with one and has now expanded to 5 supporting lubrication technicians.

Pat currently lives in Duluth, MN with his wife Wendy and two children, daughter Payton (13) and son Cole (10). They enjoy every aspect of hockey- watching, playing and coaching. In fact, Pat is always on the go coaching his kids throughout the year. If he's not at work, you can find him on the rink! ♦

-Lindsay Bankert, Corporate Marketing

The PetroChoice Mission and Values

We at PetroChoice pride ourselves on being the best in the business. This wouldn't be possible without the hard work of our dedicated employees who stand by the company mission of providing lubrication solutions that create value for our customers. We not only realize this mission through our commitment to our employees, but also through the highest standards of service, quality, integrity and safety.

At every facility location, we have this mission posted as an every day reminder of the service we offer our customers. We also post our company values which we would like to share with you:

Our Values are our Choices

Caring: We care deeply about the welfare of our customers and the associates of our company. As an organization, we will be a good citizen of the communities where we operate.

Honesty: We will conduct business with customers, vendors and fellow employees in an honest way.

Opportunities: We will strive to be better in all that we do, continually seeking opportunities to improve.

Innovation: We will continue to seek ways to add value for our customers and differentiate ourselves from our competition.

Customers: We will deliver our products and services in a professional manner that meets or exceeds our customers' expectations.

Environment: We will be good stewards of the environment, complying with all federal, state and local laws and regulations.

Safety: Safety is our Number 1 Priority. We will perform all of our activities in a safe manner, properly maintaining our plants, trucks and equipment to create a safe environment. ♦

From the Desk of Shane O’Kelly

Dear Valued Partners –

Equipment installation – A point of difference.

I recently visited a customer who had just wrapped up building a brand new car dealership. The facility was really impressive and there’s no question that future car buyers will have a great experience at the new location. PetroChoice was pleased to be selected as the partner to install a wide range of equipment for the dealership. As I looked at the new tanks, pumps and reels, I was proud of the work that the service team had done.

At PetroChoice, we aspire to have our service work be a true point of differentiation for our company. We know that customers have a choice when it comes to purchasing their lubricants and we want to earn their business by being able to provide more than just the products. Across our entire company, we have deep expertise when it comes to performing installations, and we have the capabilities to design the job from the ground up and see it through to completion. We have a strong service mentality to do whatever it takes to get the job done correctly. Whether it’s installing lifts and heaters in a car dealership or designing complex auto lubrications systems for mining conveyers, we can help you with an entire Lubrication Solution. Call us today at 800-451-5823 and we’ll show you what we can do.

Thanks for trusting us with your business. From both a product and service perspective, we stand ready to be your partner. ♡

Sincerely,
Shane O’Kelly
PetroChoice Chief Executive Officer

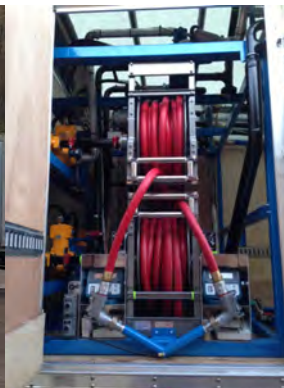
New Truck Design Provides Flexibility

PetroChoice is continuing to find ways to increase our productivity and provide our customers with the best service in the business. We are excited to introduce newly designed trucks to our fleet.

Looks can be deceiving. This new truck design, pictured below, allows room for bulk, drum and packaged goods delivery. The bulk compartments can hold eight 330 gallon totes that can be reconfigured as needed, providing the flexibility needed for multiple products. The inside of the truck can be seen to the right, showing the pump lines, totes and room for drums.

The new truck also features 6 separate pumps to reduce the risk of product contamination.

Look for our new trucks on the road! ♡



Upcoming Events

June 3-5, DUG East, Pittsburgh, PA

June 4, Power Gen Seminar, Duluth, MN

September 10-11, Iron Range Miners’ Expo, Chisholm, MN

September 24-25, Shale Insight 2014, Pittsburgh, PA

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



Mid Atlantic Headquarters	Midwest Headquarters
837 Cherry Street	3301 James Day Avenue
Avoca, PA 18641	Superior, WI 54880
1-800-451-5823	1-800-333-8237

Ohio Office

4291 State Route 741 S.
Mason, OH 45040
1-800-562-2861

www.petrochoice.com