

## PetroChoice Expands With Organic and Strategic Growth Acquires LubriCorp and PetroLiance

PetroChoice is focused on acquiring best-in-class lubricant distributors to expand both its service offering as well as its geographic footprint. In keeping with that mission, we have recently opened one new distribution facility and acquired 13 more locations!

October began with the announcement of our acquisition of LubriCorp, headquartered in Knoxville, Tennessee. LubriCorp is one of the Southeast's leading full service distributors operating facilities in Knoxville, Kingsport, and Cleveland, Tennessee. The company provides a broad range of lubricants and specialty products for the passenger vehicle, commercial, and industrial segments, falling in line with the PetroChoice product model.

Mike Foltz, the former President of LubriCorp, will continue as Executive Vice President of PetroChoice's Central Region. "PetroChoice is a great fit for us. I have been in the lubricants

industry for a long time and know many of the distributorship owners who have joined the PetroChoice team. Knowing their professionalism and how well aligned we were in mission and values brought clarity to our decision to become a part of PetroChoice."

October also brought the opening of a 19,000 square foot distribution center in Bridgeport, OH. This facility will provide distribution to Western PA, Eastern Ohio and West Virginia regions, enhancing our services in the Marcellus and Utica shale basins. Charlie Leonard, Regional Vice President of Sales said, "This new facility will enable PetroChoice to not only better serve our existing Marcellus and Utica shale customers, but also to expand our offering in to new geographies."

Mike Foltz added, "As part of the PetroChoice team, we believe that we can continue to grow and expand

from where we are today." And he was right!

In November, it was announced that PetroChoice acquired PetroLiance, headquartered in Apex, North Carolina. PetroLiance is a leading distributor of petroleum products in Florida, Illinois, North Carolina, Georgia, Ohio and South Carolina. The company provides a broad range of lubricants, metalworking fluids, fuel products and programs and related equipment for the industrial, commercial and passenger vehicle segments. Bob Crouch, COO of PetroLiance, will join PetroChoice as an Executive Vice President of the East Region.

Shane O'Kelly, CEO of PetroChoice said, "Our geographic markets are highly complementary; our cultures, values and missions are very much aligned and together we will have the expertise and capabilities to deliver comprehensive solutions to our customers on a scale that very few competitors can match."

With the addition of the Bridgeport location, 3 LubriCorp locations and 10 PetroLiance locations, PetroChoice now serves 21 states from a total of 27 locations. (see map)

Each location will continue business as usual. We are excited to bring our companies together to better serve our customers.💧

### PetroChoice Facility Locations



#### Employee Spotlight

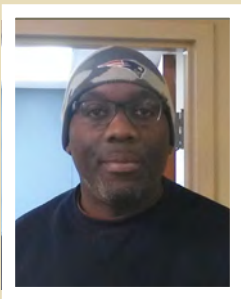
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## Employee Spotlight

### TY BAMBAATA

This issue's Mid Atlantic Division employee spotlight shines on Ty Bambaata.

Ty was born in Neptune, NJ where he grew up and graduated from Neptune High School. After graduation, he joined the Army and was sent to Fort Sam in Houston for training. He was then stationed in Fort Campbell Kentucky for 3 years. After making some new friends in Kentucky, Ty made his way to Kansas to visit a few friends, and ended up attending Kansas City (KS) Community College where he received his Associates Degree in Applied Science. He put that degree to use working at a recycling plant.



Missing his East Coast roots, Ty decided to move back to New Jersey. In 1994 he began working for S&D Environmental Services in Edison as a Field Tech working on the chemical spill response team. He received his CDL license and also operated marine vessels, working as a deck-hand. He was promoted to Captain in one night after showing his resourcefulness when another operator did not show for his shift. Ty put in long days piloting boats in the New York Waterways. He would work 24 hour shifts, then have 48 hours off. In those 'off' hours Ty would drive truck.

In 1997 Ty decided to start his own business. He opened East Coast Rims and Tires out of his house, customizing motorcycles and cars. This proved to be a passion for Ty, and his business grew. He was able to open a storefront, which kept him busy through the week, and on weekends he would drag-race motorcycles at races up and down the East Coast. In 2006 he made the tough decision to close his shop and hang up his racing helmet. He accepted a position with TLS as a driver in Lakewood, NJ. In 2009 they were acquired by Craft Oil Corp., and in April of 2010 he became a Supervisor in the warehouse. In March of 2012, Ty moved to the former Neslo facility in Fords, NJ. Most recently Ty has been promoted to Operations Manager in our Aston, PA location.

When asked what his favorite part of his job is, he was quick to say "the daily challenges." He sees every day as moving pieces to a puzzle, and he enjoys the challenge of putting everything together. He appreciates the opportunities he has been given, and attributes his time in the Army for his structure and direction.

Ty and his family formerly resided in Asbury Park, NJ, home of The Stone Pony. He now lives with his wife Jessica and 2 boys, Fabrice (15) and Amir (6) in Wilmington, DE. He is involved with a travel basketball team, and enjoys watching his sons play sports. He also enjoys rock crawling in his Jeep at an off-road park in Pine Grove, PA. 🍀

-Lindsay Bankert, Corporate Marketing

## Turning Waste Into Reward

Did you know that generating used oil could heat your facility for a whole season, saving you money?

There are many benefits and advantages to burning your used oil in a Clean Burn furnace or boiler; all of which have made the #1 brand in the industry for more than 27 years. Clean Burn is engineered from the ground up to burn used oil; it does not use a modified fuel oil burner. Clean Burn burners can burn a variety of used motor oils including synthetic oil, ATF, hydraulic oil, diesel fuel, kerosene, #2, 4 and 5 oils. The typical Clean Burn customer sees a return on investment within two heating seasons. If it's a harsh, cold winter like last year, the Return On Investment can be realized within that heating season.

Each furnace has a multi-pass system which allows the heat to stay within the combustion chamber longer, therefore you get more BTU's per gallon of used oil resulting in better efficiency.

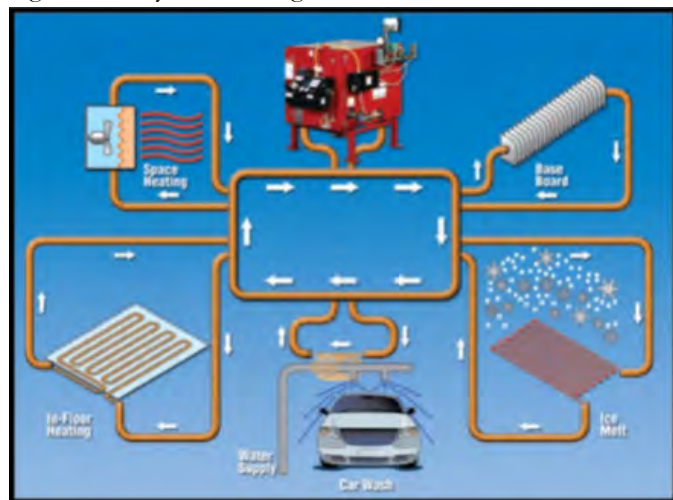
The Clean Burn boiler is an instant heat, coil tube boiler which is designed to operate from one primary loop. The boiler design allows you to stack the boilers on top of each other when your hot water needs require more than one boiler. With the Clean Burn boiler, the possibilities of heating include heating the air in your building,

heating water for vehicle and equipment wash stations, radiant floor heating- indoor or outdoor which can save money on shoveling and plowing, and if your building has radiators, it can heat that way too. No matter the scope of your heating needs, it can be met with a Clean Burn boiler or furnace.

Each unit is easy to maintain. The burner swings out independently from the door for quick cleaning, and by easily removing 3 nuts you can open the door to the combustion chamber, allowing ease to clean out the ash. The service intervals range from 750-1000 hours of use. There is an hour meter on each burner so you don't have to keep track or guess the hours of operation. When your unit is close to reaching its range, you can call your PetroChoice Service Technician to come out and perform the necessary services.

PetroChoice offers Clean Burn sales and service through our highly trained Equipment Service Representatives. We are focused on providing the best sales plan to provide you with the heating system specific to your needs, and we provide installation and service so you can focus on your business. To learn more, contact your Territory Manager at 800-451-5823. 🍀

-Tina Phillips  
Clean Burn



Visit our redesigned website at  
[www.petrochoice.com](http://www.petrochoice.com)



**Tech Talk**

**ADVICE FOR OUTSIDE STORAGE OF LUBRICANT DRUMS**

Limited storage space inside plants creates the potential need to store new oil drums outside. Improper outside storage of oil drums creates a significant risk of water ingress into the oil; especially during summer months when drum temperatures can easily exceed 100-degrees F.

When a drum is stored outside and upright, rainwater or snow can become trapped on the top of the drum – within the drum chime. When the water or snow on top of the drum becomes deep enough, the bungs become submerged.

Increases in ambient temperature and/or application of direct sunlight cause a drum to heat. Conversely, reductions in ambient temperature and/or removal of direct sunlight cause a drum to cool. As a drum heats and cools it ‘breathes’ (i.e., air in the drum headspace is exchanged with air in the atmosphere). This can occur in factory-sealed drums as well as those tightly sealed after being opened by maintenance technicians.

When outside storage cannot be avoided, drums should be stored horizontally; preferably with some form of waterproof cover. There are a number of devices, pallets, racks, and modular containers commercially available to facilitate correct outdoor storage. See below for examples.

An alternate, inexpensive solution is to place a block of wood under one edge of the bottom drum chime. The bungs should be placed at the three and 9 o’clock positions – or parallel to the block – to minimize the amount of water that may accumulate around the drum’s bung(s). (photo below)

Ensure you are in compliance with local, state, and federal safety & environmental regulations regarding any outside oil storage devices or procedures you employ.

Please consult your account manager or PetroChoice Engineering Support Services for technical assistance regarding any lubricant-related issue(s) you may encounter. ♡

**-Dan Wideman, Senior Reliability Specialist  
PetroChoice Central Region**



2x4 board placed under bottom chime, parallel to drum’s bungs



Fully Enclosed Containment



Horizontal Stackable Rack



Flexible, Reusable Plastic Drum Lid



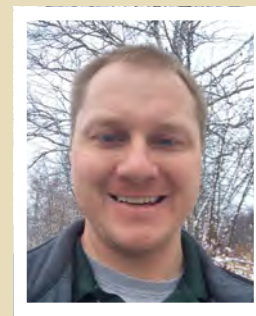
Fabric Water-Wicking Device (DrumWic™ Brand Shown)

**Employee Spotlight**

**TRENT NICHOLSON**

Our Midwest Division employee spotlight shines on Trent Nicholson.

Trent was born and raised in International Falls, MN, right on the Canadian border next to Rainy Lake. After high school, he attended the University of North Dakota where he received a Bachelor of Science in Mechanical Engineering in 2004. Trent has continued his education by earning certifications in the industry which include: Machinery Lubrication Technician (MLT 1), Thermographer Level 1, Vibration Technician-Cat. 1, and Motorola Six Sigma Green Belt.



After college, Trent started working as a Maintenance Engineer for Northshore Mining in Silver Bay MN. His position quickly transitioned into a Reliability Engineer. In that role he played a large part in Proactive (PM) and Predictive (PdM) work at the plant. The last year he was with Northshore, he worked as the Plant Maintenance Scheduler. In this role, he was responsible for developing both short term and long term schedules for each of the crafts. In 2010 he accepted a position with Boise Paper in International Falls, MN as a Reliability Engineer. Again focusing on the PM and PdM side of the maintenance process with an emphasis on the lubrication side of things. In late 2013 he was given the opportunity to work with Petro Choice as an Engineer.

In his 10 year career, Trent has enjoyed the ever changing lubrication industry. He attributes his success to his passion, and his coworkers. Since he started working in the industry, he worked closely with PetroChoice (Anderson Lubricants) and Mobil Engineers. He has surrounded himself with positive and knowledgeable people, which help generate positive results. He considers himself proud to be a part of the PetroChoice team, stating that he works with “some of the most talented and knowledgeable folks.” When he was telling his wife the names of some of the people he was working with, she immediately recognized a lot of names. When she asked him if he would always be working with the same people, his immediate response was ‘Yes!’

Trent currently resides in International Falls, MN with his wife of 8 years, Emily. They have a daughter, Ellie (3), and a Trolling Retriever dog named Trevor. They are expecting their second child in February. In his spare time, he and his family try to spend as much time on Rainy Lake as possible. He enjoys trapping, hunting, and fishing, and also looks forward to warm vacations during the cold winter months. ♡

**-Lindsay Bankert, Corporate Marketing**



## From the Desk of Shane O’Kelly

Dear Valued Partners –

As 2014 draws to a close, I’d like to wish you and your family the very best for the holiday season. It’s hard to believe how quickly the year has flown by, and as we look back, the past twelve months have been transformative for our company.

Our first change came in June when we moved our Corporate Offices into new space in Ft. Washington, PA. From there, we opened a new distribution center in Bridgeport, OH. The facility opened in October and allows us to better reach our customers in Western PA, Eastern Ohio, and West Virginia. It’s an ideal location to service those in the Marcellus and Utica Shale plays.

On the acquisition front, we were able to close two game-changing acquisitions this year. In October, PetroChoice acquired LubriCorp which has three branches in Tennessee. As a result of the acquisition, Mike Foltz joined our team and now serves as Executive Vice President of our Central Division. In November, we completed the acquisition of PetroLiance which adds 10 locations as well as marking our entry into the fuel business. We also benefit from Bob Crouch’s leadership who joins the team from PetroLiance and now serves as Executive Vice President of our Eastern Division. The addition of these two exceptional companies positions us for future success along a number of dimensions: 1) Most importantly, we have gained talented and capable team mates, 2) We have “filled in” gaps in our market coverage, 3) We have expanded into the Southeast and 4) We offer an even more comprehensive offering of products and services.

With these changes, I would like to assure you that we will continue to stand by our commitment to provide outstanding customer service. As always, if you have any questions, please don’t hesitate to contact your sales representative, or you can email me directly at sokelly@petrochoice.com.

We wish you and your families a happy and safe holiday season! We look forward to growing with you in 2015 and beyond. ♦

All the best,  
**Shane O’Kelly**  
PetroChoice Chief Executive Officer



## Purity Food EP Grade Gear Oils For Environmental Applications

A common mistake that we see in the field is assuming that the industry standard terms “food grade” and “biodegradable” are one in the same. They are not. Just because a Food Grade Lubricant carries the H1 or 3H food grade approval does not mean that it is biodegradable.

A good example of this difference between Food Grade and Biodegradable is Coca-Cola. Coca-Cola is clearly suitable for human consumption as we drink it every day, but Coca-Cola is not biodegradable and would kill plants, fish and insects if dumped in to the environment. The human body can ingest things that simply cannot be dumped into the environment.

There are a few exceptions to this general rule and they include Purity Food Grade EP Gear Oils 100, 150, 220, 320 & 460. Petro-Canada Purity Food Grade EP Gear Oils 100, 150, 220, 320 & 460 are inherently biodegradable which make them ideal for use in applications like the swing tables and gear boxes on cranes

and other equipment operating in environmentally sensitive areas such as bridge construction, levee construction and repair, draw bridge gear boxes, and port cranes.

Environmental regulations and the demand for environmentally friendly products are becoming more prevalent every day. Combined with our Environ environmentally friendly hydraulic fluids line, Purity FG EP Gear Oils 100, 150, 220, 320 & 460 give you a leg up on the competition when it comes to attacking the environmentally friendly market.

To learn more about Purity Food Grade EP Gear Oils, contact your PetroChoice Territory Manager. ♦



### Upcoming Events

- January 19-23** MLT1/MLA1 Training/Certification, Virginia, MN
- January 27-29**, Marcellus/Utica Midstream Conference, Pittsburgh, PA
- April 13-15**, SME Duluth, DECC Duluth, MN
- June 23-25**, DUG East, Pittsburgh, PA

Visit the Events Page on petrochoice.com for upcoming event updates.  
For more information about the events listed, contact Lindsay Bankert, lbankert@petrochoice.com

**PetroChoice**  
Lubrication Solutions



Corporate Headquarters  
1300 Virginia Drive  
Suite 405  
Ft. Washington, PA 19034

[www.petrochoice.com](http://www.petrochoice.com)