

Problem Solver

tomers receive a world class compressor oil, while saving up to 50 percent in lubricant costs.

Action News: What advantages does AMSOIL SIROCCO™ hold over competing compressor oils?

Dormady: As previously mentioned, SIROCCO™ costs significantly less than PAG compressor oils. In addition, it is completely compatible with these fluids and recommended as a replacement for them. When comparing SIROCCO™ with conventional mineral-based compressor fluids, SIROCCO™ lasts several times longer and offers significantly greater protection and performance. Here, again, is a significant money saver for the customer. The extended drain intervals

keep lubricant costs down, while reducing maintenance and used product disposal expenses and reducing energy consumption.

Action News: What other industrial products have AMSOIL Dealers been successful with?

Dormady: Our Antiwear Hydraulic Oils have consistently been big sellers. These oils also offer significant problem-solving benefits. I've heard from many customers

who are thrilled with the results, particularly in instances where systems have been running hotter than they should be. The synthetic technology of AMSOIL Antiwear Hydraulic Oils really helps bring those operating temperatures down, and that's important when it comes to promoting longer equipment life. Not only that, AMSOIL AW Hydraulic Oils are highly resistant to thermal and oxidative breakdown, keeping systems clean and deposit-free so the equipment lasts longer and performs at peak efficiency. In addition, the additive system inhibits common problems such as oxidation, rust, acid, viscosity increases and foam.

Action News: How has feedback been on the X-Treme Food Grade Grease?

Dormady: The reaction has been excellent, above even our high expectations. Sales figures are well above what they were with the older formulation, which means

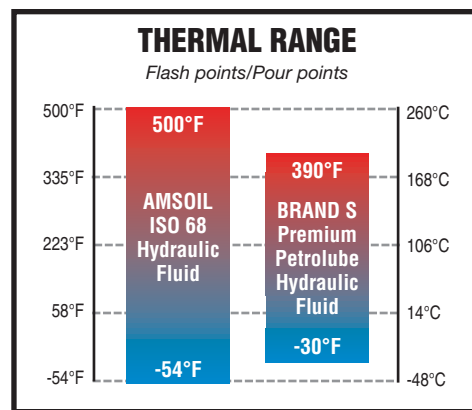


Dealers are selling, and customers are recognizing, the significant benefits of the X-Treme Grease. With an operating range from -35°F to 400°F, this grease can be used in virtually every food service and pharmaceutical equipment application, and its friction, heat and wear-reducing capabilities are second-to-none.

Action News: For the AMSOIL Dealer whose expertise is primarily in automotive lubricants, but who is interested in delving into the commercial and industrial markets, what advice can you offer?

Dormady: Most importantly, an AMSOIL Dealer needs to be a resource for their potential customers. They need to be available to them to answer their questions and help them solve problems. When Dealers can't be available to customers during their business hours, it is difficult to succeed. Second, Dealers in the industrial market need to possess more than a basic knowledge of industrial lubricants. Make an investment in a training

program, whether it's an AMSOIL training program or another industry training program. Finally, be patient and realize that the commercial and industrial markets are difficult to break into. It's unlikely to close any sales with just one call; it typically takes at least five or six calls, and Dealers may find themselves selling to multiple different decision makers. The ultimate reward is that once an account is established, it is difficult to lose that business. AMSOIL Industrial Products are superior in quality and competitive in price, and customers stick with them.



For more information on AMSOIL Industrial Products:

- G-1809 SPY GREASE Data Bulletin
- G-1684 SIROCCO™ Compressor Oil Data Bulletin
- G-1264 PC Series Compressor Oils Data Bulletin
- G-1253 AW Series Antiwear Hydraulic Oils Data Bulletin
- G-1664 X-Treme Food Grade Grease Data Bulletin