

DEALERS IN ACTION!

Lawn Care Business Converts to AMSOIL

Gale Salyers doesn't know yet how much he'll save using AMSOIL lubricants in his lawn maintenance machinery, but one benefit was immediately apparent.

"I don't have to gag on smoke and exhaust when I'm using my gas-powered hedge trimmers," Salyers said. "With regular petroleum-based oil, I had smoke and fumes in my face and oil on my shirts all the time since the trimmer is held at chest level. Now I have no smoke or carbon buildup."

Salyers, who owns and operates Eden Lawn Care with his wife and son in Clermont, Fla., was introduced to AMSOIL 2-Cycle Oil by one of his customers, AMSOIL Dealer Paul Curtis.

"I had thought about switching to a synthetic oil," Salyers said, "but my attitude was, if it's not broke, don't fix it. Then Paul gave me a couple of packets of



LAWN CARE SPECIALISTS – (left to right) DeeDee Salyers, Tim Salyers and Gale Salyers display the tools they use in their Eden Lawn Care services business in Clermont, Fla. The family-run business recently converted to AMSOIL oils in all its two-stroke and four-stroke machinery.

the 100:1 2-Cycle Oil, and that sold me on it right away."

Eden Lawn Care services more than 100 customers each week in the Clermont area, one of the fastest growing areas in the United States. In business for 16 years, the Salyers have two trailer loads of machinery, including Dixie Choppers and John Deere walk-behinds. Salyers just switched to AMSOIL motor oil in his four-stroke engines and plans to perform scheduled maintenance

every six weeks instead of every two. He already has influenced a great many of the area lawn care companies to switch as well.

"I've been around this machinery a long time, and I've used just about every type of oil," Salyers said. "And this is by far the best I've used in 16 years. It is just a great product."

More on the Servicing Dealer . . .

It's been said there are nearly as many ways to operate an independent AMSOIL Dealership as there are Dealers.

AMSOIL independent Dealer Paul Curtis is no exception. He first signed up as a Dealer in 1997, but became more active in his business during the past year and a half as he looks toward retiring from Dal-Don Produce, in Clermont, Fla.

"It's mainly a watermelon business," Curtis said. "We send out between 2,000 and 3,000 tractor trailers of watermelon during the season." The company also ships citrus.

That company runs most of its machinery with AMSOIL lubricants, including X-Treme Synthetic Food Grade Grease. "And most of the company cars run on

AMSOIL," Curtis said, which he sells to the company.

Curtis, Master Chief Petty Officer, USN (Ret), uses "networking" as the main way he grows his business.

He tried several approaches to marketing AMSOIL, he said, but joining the local South Lake County Chamber of Commerce in Clermont has proven especially productive for him. "Once I joined the chamber, there was just an incredible turnaround," Curtis said. "About half of them now use AMSOIL products."

He gives potential customers ATC-48 packets of Synthetic 100:1 Pre-Mix 2-Cycle, and about one in 10 brings him a new customer, he said.

Curtis has all types of accounts, including marine shops, repair facilities and commercial accounts.