

Olson Marketing Monthly

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Your Amsoil Information News Source

Product Spotlight for Diesels

Diesel Concentrate

Total system cleaner and lubricity improver for all types of diesel engines. Improves performance and longevity of diesel engines while reducing deposits, black smoke and emissions. Improves fuel economy by cleaning dirty injectors. Restores horsepower. Designed for heavy-duty diesel engines.

Cetane Boost Additive

Ashless, alcohol-free additive that improves cetane up to seven points. Improves combustion efficiency to increase power in diesel engines. Raises cetane three to seven numbers. Also improves low-temperature starting, fuel ignition quality and reliability. Treats up to 160 gallons. For use in any diesel-fueled engine.

Diesel Recovery

AMSOIL Diesel Recovery quickly dissolves gelled fuel, thaws frozen fuel filters and reduces the need for a new filter, saving both money and an inconvenient trip to a parts store. Performs well in all diesel fuels, including ULSD, off-road and biodiesel. Cheap insurance against frozen fuel.

Diesel Concentrate with Cold Flow Improver

AMSOIL Diesel Concentrate Plus Cold Flow Improver is formulated with excellent detergency properties to help keep injectors, rings, piston crowns and the fuel pump lubricated, plus lowers the cold flow filter plugging point (CFPP) by as much as 34 F (19 C) in ultra-low sulfur diesel.

Cold Flow Improver

Use with AMSOIL ADF to improve cold-weather performance in applications below 40°F. Lowers the cold filter plugging point by as much as 34°F and decreases the need for #1 diesel fuel that is diluted with kerosene. Contains jet-fuel-type deicer to help prevent ice formation in fuels that are contaminated with water.



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New Accounts for January 2013

Preferred Customer

Gene & Sherry Coppersmith
Roca, NE

Commercial Account

Turf Pro 2 Go
Apison, TN

Retail Account

H & S Auto Service, Inc
Lincoln, NE

Dealer Contact

Lincoln

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Ask The Dealer

Do you have any tips for making sure my battery will last throughout the winter?

There seems to be a correlation between wintertime and dead batteries. During cold winter days, your battery actually requires more current for engine startup. This can put additional wear and tear on a battery and ultimately lead to premature failure. It's a good idea to check the battery connections and make sure they are strong and free of corrosion. It's also a good idea to find the manufacture date of your battery (typically on a sticker located on the top or side of your battery). Batteries will usually last 5 years before they need to be replaced. If your battery is over 5 years old and your vehicle struggles to start on a cold morning, it is a good indication that your battery is on its last leg.

Should I wash my car more or less in winter?

You should actually wash your car more frequently as the constant moisture of snow mixed with road grime, salt, and other chemicals can be extremely tough on your car's underbody. The best way to fight corrosion is to keep it clean. When I was my vehicle I always take the hose and try to spray the undercarriage to clean away some of the dirt/grime. You may also want to look into [Mother's Brand Products](#).

MOTHER'S®
Polishes•Waxes•Cleaners

Amsoil Introduces [BMK28 Dual-Remote Oil Filtration Kit for 6.7L Ford Diesel Applications](#)

Oil filtration is critical to engine life. Abrasive particles in dirty oil can quickly destroy critical components and ruin precision clearances in an engine if not removed through filtration. Today's engines, however, are designed with smaller, lower-capacity oil filters which are harder to get to for servicing. This means less efficient filtration and a reluctance to change filters at regular intervals, leading to a build-up of dirt in the oil. The AMSOIL Dual Remote Oil Filtration System is designed to provide superior filtration efficiency, increase oil capacity and improve oil filter accessibility.

A vehicle's regular oil filter is a full-flow filter. This means that all the oil pumped by the engine must pass quickly through the filter before it reaches the engine.

This high flow demand limits the size of particles conventional filters can effectively remove. Particle size is measured in units called microns. A decent full-flow filter will effectively remove particles down to about 25 microns. But studies have shown that over 60 percent of all engine wear is caused by particles in the 5 to 20 micron range. AMSOIL Ea By-Pass Oil Filters remove particles less than one micron, keeping the oil free of virtually all wear-causing particles.

The dual remote system combines both full-flow and by-pass filtration on one convenient mount. With this system, all the oil is super-filtered, and more often.

Learn more at [Amsoil.com](#)



The Altrum Minute

Zinc Your Colds Away

An article published in The Journal of Family Practice recommends that physicians advise patients to start taking [zinc supplements](#) (available as tablets, syrup, or lozenges) within 24 hours of the onset of a cold and implies that zinc tablets can simply be swallowed. They seem to have based their general recommendation on a Cochrane review in which the authors concluded that “[zinc](#) administered within 24 hours of onset of symptoms reduces the duration and severity of the common cold in healthy people.”

Because of [zinc's](#) antiviral properties, taking a well-formulated zinc cold remedy, such as [zinc](#) gluconate, at the onset of a cold can significantly reduce the cold's duration and severity, according to a comprehensive review of medical research on the subject. However, the delivery method of [zinc](#) is critical to its effectiveness; certain additives can prohibit the zinc ions from being released, according to a recent article by Yael Halaas, M.D., in the Alternative Medicine online newsletter.

In the opinion of Dr. Halaas, the authors of the article and the Cochrane reviewers generalized too far — all the common cold treatment studies used [zinc lozenges](#) that dissolved slowly in the mouth, rather than (swallowed) zinc tablets or syrups. This is an extremely important difference because oral dissolution of throat lozenges over a 20- to 30-minute period allows ionic zinc (which has multiple properties of value in treating colds) to be locally absorbed and transported into the virally infected nose. Swallowed tablets offer no such benefit to the nasal tissues, Halaas wrote.

In the first study of [zinc lozenges](#) for common colds, published in 1984, Halaas and his colleagues showed that it was possible to shorten the duration of colds by seven days when zinc gluconate tablets (dietary supplements sold over the counter) were slowly dissolved in the mouth every two wakeful hours. The reduction in duration, as well as in symptom severity, is highly probable only if the tablets are used as throat lozenges, according to Halaas.

Grow with AgGrand

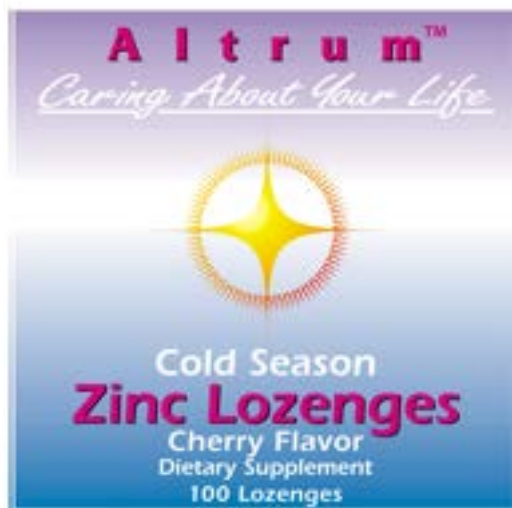
Product Highlight:

AgGrand Fertilizer 'Organic Series'

[AGGRAND Fertilizer Organic Series 4-3-3 \(OSF\)](#) is a multipurpose liquid concentrate that promotes vigorous growth, increased root development and improved stress and disease tolerance in vegetables, fruits, nut trees and field crops. It is Listed by the Organic Materials Review Institute (OMRI) for use in organic production. AGGRAND Fertilizer stimulates microbial activity in the soil and provides essential macronutrients nitrogen (N), phosphorus (P) and potassium (K) in a ratio of 4-3-3.

[AGGRAND Fertilizer Organic Series 4-3-3](#) is intended as the alternative to AGGRAND Natural Fertilizer 4-3-3 (NOF) for growers who must use fertilizers certified to NOP standards.

Learn more at AgGrand.com



Supplement Facts

Serving Size: 3 Lozenges		
Three Lozenges Provide		% DV
Zinc (Citrate, Oxide)	30 mg	200
Vitamin C	150 mg	250
Vitamin A	1,500 I.U.	30
Propolis	30 mg	**
Slippery Elm Bark	30 mg	**
Echinacea Herb (Extract)	30 mg	**
** Daily Value (DV) not established		

Other ingredients: dextrose, sucrose, stearic acid, dried honey, cellulose, fructose, gelatin, cherry flavors, calcium stearate and silica.

Store in a cool, dry place.

Distributed by Altrum Nutrition Div. of AMSOIL, Inc.
Superior, WI 54880 (715) 392-7101
Product Code BZL-01

Automotive Lingo

Cabin Filter

A typical [air filter](#) for your vehicle is an important part of your car's intake system, because it cleans the air coming into your engine and allows your car to "breathe." Much like a typical air filter, the [Cabin Filter](#) assists in cleaning the air entering the cabin (the inside of the vehicle).

However, not all vehicles are equipped with cabin filters. Only about 40% of vehicles have these filters but the number grows each year. The cabin filter is located behind the glove box and is used to trap pollen, bacteria, dust, and exhaust gasses that may find their way into a vehicle's ventilation system. The result is healthier air inside of your vehicle.

Most people don't realize they have a cabin filter until the filter gets really dirty and they notice a decrease in airflow inside the cabin. A simple check to see if your vehicle may be equipped with one is to log on to [Amsoil.com](#). Type in your vehicle information under the "I Need Products For:" section. When the results come up, scroll down to the "Filters" section. If there is an option for "Cabin Air Filter", then there is a chance that you have a cabin air filter. The next step is to remove your glove box and look for a long slot behind it where the filter will be held.

A new filter for my Ford F150 costs about \$25.00 through [Amsoil.com](#) and takes about 15 minutes to change.

Don's Corner

with Don Olson

AMSOIL – Ask For It!

The best way to insure there are places to get the AMSOIL products you desire is to ask for it. If they do not carry AMSOIL and they are interested in carrying it give them one of our addresses or phone numbers. We'll contact them and get them registered to provide you with the products you need.

Or ... become a Preferred Customer by going to [my website](#) and selecting "Shop Online". Select the items you want, go to checkout and click on "create an account". Have your credit card ready.

Or ... Become a dealer and start now to work towards future rewards ... even a retirement income.

Or ... If you have a store front and want to carry these products contact Jon or Don and we'll get you registered.

Or ... If you have a business (small or large) and want to use the products solely for your business contact one of us and we will get you registered as a Commercial Account.

Farmers ... You qualify as a small business owner, therefore you qualify as a Dealer or as a Commercial Account.

Contact us today!

Shop Talk

with Jon Olson

Aside from automotive work, I also do residential construction projects. Over the Christmas break I was able to remodel the master bathroom in my home.



I ran into a small predicament during the remodel. The bathroom design required a large amount of tile work. Naturally, I used a drill with a mixing attachment to mix up batches of thinset for adhering the tile to the wall. At some point I wasn't paying attention and got some water into the drill chuck. Of course when I came back the next day, the chuck has rusted to the point that the jaws wouldn't budge.

Thinking quickly I grabbed my can of [AMSOIL's Metal Protector](#) and sprayed a generous amount into the drill chuck and let it sit for a minute. Sure enough, the chuck broke free and I was back in business again. Unfortunately, since the [Metal Protector](#) worked so fast I didn't get much of a break and had to go back to work.