

Olson Marketing

Monthly

May 2014 - Issue #33

Your Amsoil Information News Source

AgGrand Natural Fertilizer 4-3-3

[AGGRAND Natural Fertilizer 4-3-3](#) (NOF) is a multipurpose liquid concentrate formulated to promote vigorous growth, increased root development and improved stress and disease tolerance on flowers, vegetables, fruits, lawns, shrubs, trees, field crops and houseplants. In addition to stimulating microbial activity in the soil, it provides nitrogen (N), phosphorus (P) and potassium (K) in a ratio of 4-3-3. [AGGRAND Natural Fertilizer](#) is the ideal product for those seeking a natural fertilizer that demonstrates superior results.

My kids play in the backyard all the time and now that the weather is starting to warm up it's time to get out and "fix" the lawn. This past winter was brutal on my lawn. The combination of no snow/precipitation and my kids running all over did a number on my lawn. To get headed in the right direction I like to start my spring with a generous application of [AgGrand's Natural Fertilizer 4-3-3](#). Unfortunately, that also means that I need to get the lawn mower fired up. This month's video is focused on [AgGrand's Natural Fertilizer 4-3-3](#).



Congratulations:

New Dealers

David Ross
James Jenkins
Keith Miller
Brett Walton
Scott Culver
Darius Burchard
Nick Smith

New Preferred Customer

Chris Volkman

New Catalog Customers

Wendy Wussow
Cole Thompson

Dealer Contact

Lincoln

Don & Peg Olson
ZO# 4901
402-489-3930

www.lubedealer.com/4901
diolson@windstream.net

Omaha

Jon & Stacey Olson
ZO# 10458
402-990-7940

www.lubedealer.com/10458
teacherjon@gmail.com

Emission Control Systems

The Basics

Emission control systems are used to reduce the amount of harmful chemicals released into the atmosphere from a vehicle. Emissions are chemicals emitted into the environment from such things as volcanoes, decaying animal and vegetable matter, animal and human waste, vehicles, lawn mowers, power plants, factories, and other sources. Specific to vehicles, there are four types of emissions; hydrocarbons, carbon monoxide, oxides of nitrogen, and particulates.

Hydrocarbons (HC)

Hydrocarbons (HC) result from the release of unburned fuel into the atmosphere and can be caused by incomplete combustion or by fuel evaporation. Hydrocarbon emissions can contribute to eye, throat, and lung irritation. Also other illnesses and possibly cancer.

Carbon Monoxide (CO)

Carbon monoxide (CO) is an extremely toxic emission resulting from incomplete combustion. It is a colorless and odorless gas. CO poisoning can result in headaches, nausea, respiratory problems, and death. Any factor that reduces the amount of oxygen present during combustion increases carbon monoxide emissions.

Oxides of Nitrogen (NOx)

Oxides of nitrogen (NOx) are emissions produced by high temperatures during combustion. Air consists of about 80% nitrogen

and 20% oxygen. With enough heat, above approximately 2500 degrees, nitrogen and oxygen in the air-fuel mixture combine to form NOx emissions.

Particulates

Particulates are solid particles of carbon soot and fuel additives that blow out of a vehicle's tailpipe. Carbon particles make up the largest percentage of these emissions. About 30% of all particulate emissions are heavy enough to settle out of the air in a relatively short period of time. The other 70%, however, can float in the air for an extended period of time. Particulate emissions are usually not a problem with gasoline engines.

Reducing Emissions

The best way to reduce exhaust emissions is to burn all of the fuel inside the engine. Over the years there have been many engine modifications that have helped burn more fuel, such as lower compression ratios, hardened valves and seats, and higher operating temperatures. However, engines get old and dirty. Contaminants inside of the engine will create inefficient, lower performance engine operations.



Amsoil Can Help

Amsoil has recognized the importance for ensuring engines remain operating at peak performance. Two key products designed to ensure the inner workings remain clean are [Power Foam](#) and [P.I. Performance Improver](#).

[Power Foam](#) improves engine performance by removing gum, varnish and carbon deposits that affect power, operation, idle and fuel economy. [Power Foam](#) cleans intake valves, intake manifolds and throttle plates to keep the combustion intake system running at peak efficiency. Helps reduce engine ping and keeps carburetors and injector systems operating like new.

[P.I. Performance Improver](#) improves fuel mileage an average of 2.3% and up to 5.7%. Reduces emissions such as hydrocarbons (HC) up to 15%, carbon monoxide (CO) up to 26% and nitrous oxides (NOx) up to 17%, and it will restore power and performance.



Grow with AgGrand

As page one briefly discussed, application of [AgGrand's Natural Based Fertilizer 4-3-3](#) is a great way to get your lawn started off right now that the weather has begun to warm up.

While menhaden fish emulsions and kelp provide the basis for [AG-GRAND Natural Fertilizer](#), additional ingredients are added to achieve a balanced analysis.

Addition Ingredients Include:

Sulfate of Potash - Extremely fine-grade natural mineral derived from the Great Salt Lake increases potassium levels

Bloodmeal - Boosts availability of nitrogen in slow-release form to provide this vital nutrient as the plant requires it

Natural Wintergreen Oil - Improves the scent of AGGRAND Natural Fertilizer



The Altrum Minute

Supplement users are familiar with media reports of companies that tout ingredients that don't exist in their products or contain less than the advertised amounts. Some companies have been accused of including less than healthy ingredients in their supplements in order to get a specific effect.

ALTRUM nutritional supplements comply with Current Good Manufacturing Practices (CGMP), the industry standard for supplements.

Every batch of ALTRUM vitamins and supplements are put through rigorous testing to ensure product quality and value.

ALTRUM products are tested for heavy metals, mold, salmonella and more to confirm that they contain only the ingredients on the labels.

ALTRUM products are tested to certify that they contain the amount of vitamins, minerals and superfood blends listed on the label.

"So if the label for [A.J.'s Ultra Multi with Iron](#) says it contains 400 IU of vitamin D3, you can be confident that you are getting exactly that," said ALTRUM Manager Margit Gilbertson. "The focus behind ALTRUM always has been offering products with superior ingredients and standards at an excellent value."

Learn more at:

AltrumOnline.com

New Oil Analysis Kit

AMSOIL now offers a new [Oil Analyzers Value Kit \(KIT14\)](#). The OAI Value Kit may be offered as an affordable option when a full fluid analysis is not required. The Value Kit addresses the one question most of your customers ask – Is my oil good for continued use?

The new kit costs less and is easy to use. It is designed only to reveal whether the oil is suitable for continued use and includes only the most important tests: oil thickness, corrosion potential, wear metals and beneficial oil additives. It is not designed to provide full test results, which are necessary to establish ongoing drain intervals or determine troubleshooting information for vehicle performance investigations.



Don't forget an [oil analysis pump and hose](#):



Shop Talk...with Jon Olson

This time of the year progresses fairly quickly for me. It is the last month of school...and then comes summer! Don't get me wrong, I enjoy teaching but there comes that point in the year when a long break is needed.

It is also the time of the year that I begin the bulk of my annual preventative maintenance tasks on my vehicles. In the month of May I do all my yearly oil and filter changes. Additionally, I thoroughly go through each system just to make sure it is working properly. Up until this point in the year, I have done monthly visual inspections, I feel the belts and hoses, check and top off all the fluids and some various other things. It is now that I have a little extra time to ensure my vehicles are operating at their peak performance.

As much as I enjoy the look and feel of a brand new vehicle, being a teacher doesn't give me the financial luxury to buy a new vehicle every year. When I buy a vehicle it, I buy with the understanding that I will be driving it for a minimum of ten years. Then after ten years, I will pass it on to my kids to drive for another ten years. With that said, I want to ensure all my vehicles are safe, in proper working order, and operating at peak performance whether I am driving or when my kids begin to drive.

In addition to performing vehicle maintenance this summer, I also plan on creating more how-to/instructional videos focused on

highlighting various Amsoil products. I will also be developing an online course to help my students learn AutoDesk AutoCAD drafting software. A "work-at-your-own-pace" type of an online course so that my students are more fully prepared for the classroom and any post-secondary training they may receive. What does drafting have to do with Amsoil you ask. Well, nothing actually. Although sometimes I wonder if I should be running [Amsoil Antifreeze](#) through my computer. If you have ever had the opportunity to create videos on your computer, it takes a lot of processing power and creates a lot of heat.



Getting back to automotive preventative maintenance, I like to ensure my vehicles are in peak performance prior to the summer months as we enjoy traveling to some nearby cities for vacation. I find comfort in knowing that I have Amsoil running through my engine (and the other systems). As I drive, I can just sit back and relax and listen to the shallow hum of the engine...and the kids screaming and fighting in the back seat.

Dealer's Zone

By Don Olson ZO#4901

After you have made a commitment to build your AMSOIL business by sponsoring at least one new account each month you are on your way to helping others ... as well as yourself!

1. Try 'registering' your new account instead of "signing them up". You are actually registering them for the opportunity to purchase all AMSOIL products at dealer cost.
2. Many dealers have the concept that it's all about the money. It is not! The concept is to help enough people to obtain the degree of success they desire and are willing to work for. When they have reached their 'success' you will notice that you have met your success too!

For instance: register five Preferred Customers that care about their health and introduce them to ALTRUM food supplements and use the four basics: [Nutritional Drink Mix \(DPS01\)](#), [A.J.'s Ultra Multi's \(DWI01\)](#), [Ultra Probiotics \(DUP01\)](#), and [Nutritional Oils \(DNO01\)](#). As you also use them (how else can you tell others?) you will see that your monthly Commission Credits will be just under 600 each month! Now that's a great start to build on.

You are helping yourself and five other people to have a healthier way of life!

