

Olson Marketing

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Your Amsoil Information News Source

Amsoil Outperforms Expectations

The Sequence IIIG Engine Test (ASTM D7320) is designed to evaluate automotive motor oils for oil thickening, piston deposits, oil consumption and engine wear during moderately high-speed, high-temperature service. It must be passed for motor oil to meet the API SN and ILSAC GF-5 motor oil specifications. Results in the 100-hour test are an impor-

tant indicator of how well a motor oil will perform in real-world service.

Because [Signature Series](#) has historically performed well in the test, AMSOIL decided to push the envelope and subject the oil to a double-length (200-hour) Sequence IIIG Engine Test. [Signature Series 5W-30 Synthetic Motor Oil](#) not only passed the double-length test, it did so with flying colors. Results show the oil delivered outstanding wear protection, deposit control and oxidative stability after 200 hours of testing. AMSOIL is not aware of another motor oil that has passed a double-length Sequence IIIG Engine Test.



Congratulations:

New Dealers

Tanner Schmitz
Nebraska City, NE

New Preferred Customers

Dean Boyer
Buffalo, MN

Jeremy Sabers
Lead, SD

Heather Ellis
Lincoln, NE

Mark Lewis
Lincoln, NE

Shirley Wiemers
Lincoln, NE

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Repairs with Amsoil Metal Protector

Time and time again I have continually found uses for [Amsoil's Metal Protector](#) that are out of the purview that is stereotypical of Amsoil products.

One of my responsibilities is to maintain and repair a plethora of equipment utilized in both the woodworking and metalworking industry. I use [Amsoil's Metal Protector](#) as a vital tool in the maintenance as well as the repair of various pieces of equipment.

In the picture below I have disassembled the handle of a base of a hand router. The student using this router had notified me that ever so often when he squeezed the trigger to start the router, there would be no response from the motor. Furthermore, the button that locks the motor in the on position was not functioning. After a few preliminary checks I determined that the handle on the



base would need to be opened up and the mechanical workings of the trigger and lock button would need to be inspected. Upon inspection of those components I determined that sawdust was lodged between the electrical contacts in the trigger assembly. To

repair the tool, I used a generous amount of [Amsoil's Metal Protector](#) to clean all electromechanical parts.

In the picture above, a CNC Plasma Cutter was having issues firing. Very similar to the hand router, there was excess build up of debris in the trigger mechanism. Disassembly, cleaning with [Amsoil's Metal Protector](#), and reassembly solved the problem (seen below).



Altrum Dares to Compare - Part 3

BENEFITS	VITAMIN SHOPPE DIGESTIVE ENZYMES	ALTRUM ULTRA DAILY ENZYMES
CONTAINS PREBIOTICS (Helps Tract)	NO	YES
CONTAINS LACTASE (Helps Digest Dairy)	NO	YES
PROTEASE	25,000	30,000
Price	\$24.99	\$24.85

Information from www.vitaminshoppe.com
As of 2/15/2014 (Prices and Formulations may be subject to change)

For about the same price as Vitamin Shoppe Digestive Enzymes, [ALTRUM Ultra Daily Enzymes](#) contains more ingredients, including prebiotics that help feed the healthy bacteria in the digestive system and lactase to help digest dairy.

In last months newsletter we talked extensively about probiotics. We learned that probiotics are live bacteria in yogurt, other dairy products and pills. While probiotics have been shown effective in managing certain gastrointestinal conditions, they do not have the same power that prebiotics do. First, they're delicate — heat and stomach acid can kill them, rendering them ineffective before they've even been digested. Also, those who don't eat dairy foods for taste or dietary reasons may find ingesting adequate amounts of probiotics difficult, if not impossible.

If this is a probiotic then what is a prebiotic? In short, the Prebiotic is a specialized plant fiber that beneficially nourishes the good bacteria already in the large bowel or colon. The body itself does not digest these plant fibers; instead, the fibers act as a fertilizer to promote the growth of many of the

good bacteria in the gut. These, in turn, provide many digestive and general health benefits.

Lactase is an enzyme. Like other enzymes, it is needed for a specific biochemical reaction in the body. The biochemical reaction that involves lactase breaks down lactose, a sugar in milk and milk products. Some people's bodies do not make enough lactase, so they are not able to digest milk well. These people are said to have "lactase deficiency" and are called "lactose intolerant." They can take supplemental lactase to help them break down lactose and tolerate milk. In these people lactase can prevent symptoms of lactose intolerance including cramps, diarrhea, and gas.

Many health experts think it's important to treat lactose intolerance so people can consume milk and milk products. Milk is a major source of calcium, which is needed for strong bones. People who do not get enough milk are more likely than other people to develop weak bones (osteoporosis).

Learn more at:
AltrumOnline.com

Grow with AgGrand

If you have AgGrand products that you did not use during the past couple of seasons, don't worry about it "going bad". Below is a list of the estimated shelf life for various AgGrand products.

[Natural Liquid Fertilizer \(NOF\):](#)

2 years from date of purchase

[Fertilizer Organic Series \(OSF\):](#)

2 years from date of purchase

[Natural Kelp and Sulfate of Potash \(NKP\):](#)

2 years from date of purchase

[Natural Liquid Bonemeal \(NBM\):](#)

2 years from date of purchase

[Natural Liquid Lime \(NLL\):](#)

1 year from date of purchase

Additionally:

Store AGGRAND natural fertilizers in a cool, clean and dry indoor area out of direct sunlight.

The ideal storage temperature is between 50°F and 80°F.

Extreme heat (above 100°F) or extreme cold (below 32°F) can affect liquid fertilizer stability and lead to product separation. Rapidly fluctuating temperatures can lead to water condensation and contamination within the container. Water contamination can promote microbial growth in the products.

Learn more at:
AgGrand.com

Shop Talk with Jon Olson

Tracking your fuel consumption is always a good idea. Throughout the year I keep a log in the glove box of each of my vehicles. When I fill up at the gas station, I write down the date, mileage, cost of fuel, amount of fuel purchased, and some additional information (such as where I purchased it from). Throughout the year I use the log to help me identify when a potential problem may be occurring. For example, if my fuel economy drops suddenly, it could mean a component is malfunctioning or not operating properly.

When my wife and I purchased both of the vehicles that we currently have, we did so with the understanding that we would be driving these vehicles for a minimum of ten years. We purchased our 2008 Hyundai Elantra new from the car lot and it is now 6 years old. My 2001 F150 was purchased used in 2011 (already having 10 years of service on it when I acquired it). I have been driving it for just under 4 years.

Knowing that we will be driving these vehicles for at least ten years, it is important that we keep up with the preventative maintenance to keep them running in peak operating condition. More importantly, we understand that use of the highest quality products (Amsoil) will help ensure we can achieve the maximum amount of years out of our vehicles.

Stay tuned for next month's riveting analysis of our fuel economy.

Dealer's Zone

By Don Olson ZO#4901

Some customers find it easier to pay via credit card. You may be wondering, "How does that work?" Outlined below is one way to accept Credit Cards in your AMSOIL business.

For dealers that carry stock for your customer's convenience:

When a Preferred Customer (PC) comes to pick up products from your inventory, have them select the products they desire and write down the Stock Numbers on a sheet of paper, (Example: [ASLIG](#), [ASLQT](#), [EAO11](#), [APICN](#), [DWI01](#), [DUP01](#), [DNO01](#)).

When they have all the products they desire from your inventory you call the AMSOIL order line. Give them your PC's ZO# and tell them your PC wants to order products and have them shipped to your address.

Ensure the order and shipping information is correct with the Customer Representative, hand the phone to your PC and have them give their credit card information to the representative (that way you do not have access to your customer's credit card information).

After that is completed end the phone call.

Here is what happens:

1) Your customer gets credit for the order (no volume transfer necessary).

2) Your customer's credit card is billed.

3) Your customer leaves with the products they ordered.

4) You receive a replacement order in a few days to replace your inventory.

5) Your customer is happy; you are happy; AMSOIL is happy; no money has changed hands and the customer can be assured they are getting the true dealer price.

6) Of course you can always accept cash or check and do the ordering and restocking yourself as you are used to doing.

This method also works for Retail on the Shelf Accounts as well as Commercial Accounts if they don't desire to order their own products. (It's really easier and faster for them to call the AMSOIL order line and order their own products and have them delivered directly to the address they choose, knowing they are getting factory fresh products at dealer cost.)

...as always, feel free to ask me any questions you may have.

