

# Monthly

June 2015 - Issue #46

## Your Amsoil Information News Source

### Amsoil Product Highlight

Whether riding aggressively, cruising or in stop-and-go traffic, [AMSOIL 10W-30](#) and [10W-40 Synthetic Metric Motorcycle Oil](#) delivers the benefits most important to riders, including premium wear protection; smooth, confident shifts and cool, clean performance.

[AMSOIL Synthetic Metric Motorcycle Oil](#) is designed for metric bike owners who demand the absolute best lubrication for their motorcycles. Whether riding aggressively, cruising or in stop-and-go traffic, [AMSOIL Synthetic Metric Motorcycle Oil](#) delivers the benefits most important to riders, including premium wear protection; smooth, confident shifts

and cool, clean performance. With [AMSOIL Synthetic Metric Motorcycle Oil](#), riders enjoy the confidence and security that comes with providing their bikes maximum protection and performance. It is [Warranty Secure™](#) and will not void your motorcycle's warranty.

[AMSOIL Synthetic Metric Motorcycle Oil](#) contains no friction modifiers and promotes smooth shifting and positive clutch engagement. It is engineered to control heat and prevent slippage and glazing, promoting longer clutch life.



### Congratulations:

#### New Preferred Customers

Rankhses Dominguez  
Kissimmee, FL

John Karur  
Broken Arrow, OK

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Check it out by clicking

[HERE](#)

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# What is Total Base Number (TBN)?

Generally speaking, the higher an oil's total base number (TBN), the better its ability to neutralize contaminants such as combustion by-products and acidic materials. TBN is a measure of (alkaline) additives in the oil. Higher TBN oils are able to neutralize a greater amount of acidic materials, which results in improved protection against corrosive reactions and longer oil life.

TBN levels are targeted for the intended application. For example, gasoline motor oils typically display lower TBN numbers, while diesel oils must manage the high contaminant-loading from soot and sulfur and typically have a higher TBN.

TBN levels decrease as the oil remains in service. When the level reaches a point where it can no longer protect against corrosion, the oil must be changed.

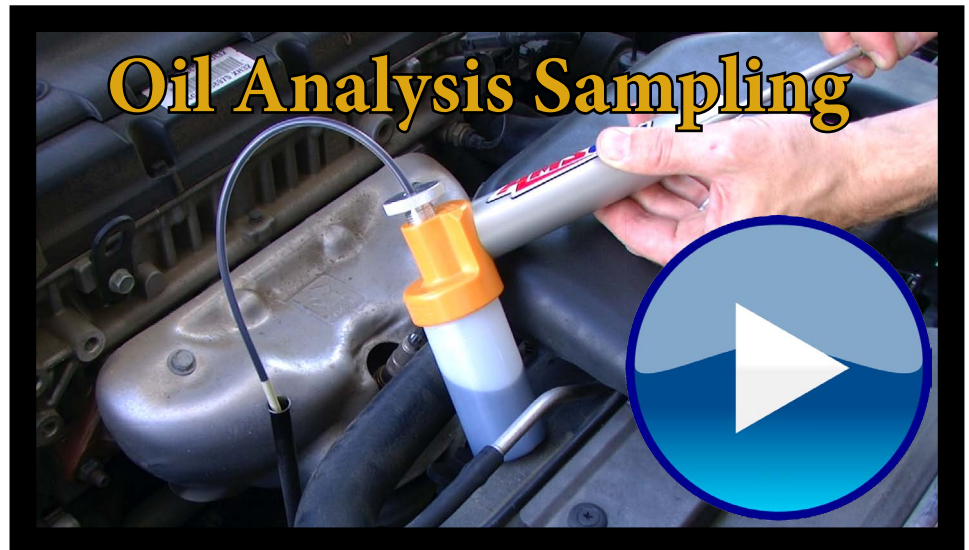
Oils that are formulated specifically for extended drain intervals typically display elevated TBN to ensure proper corrosion protection for the duration of the extended interval.

## AMSOIL Advantage – High TBN

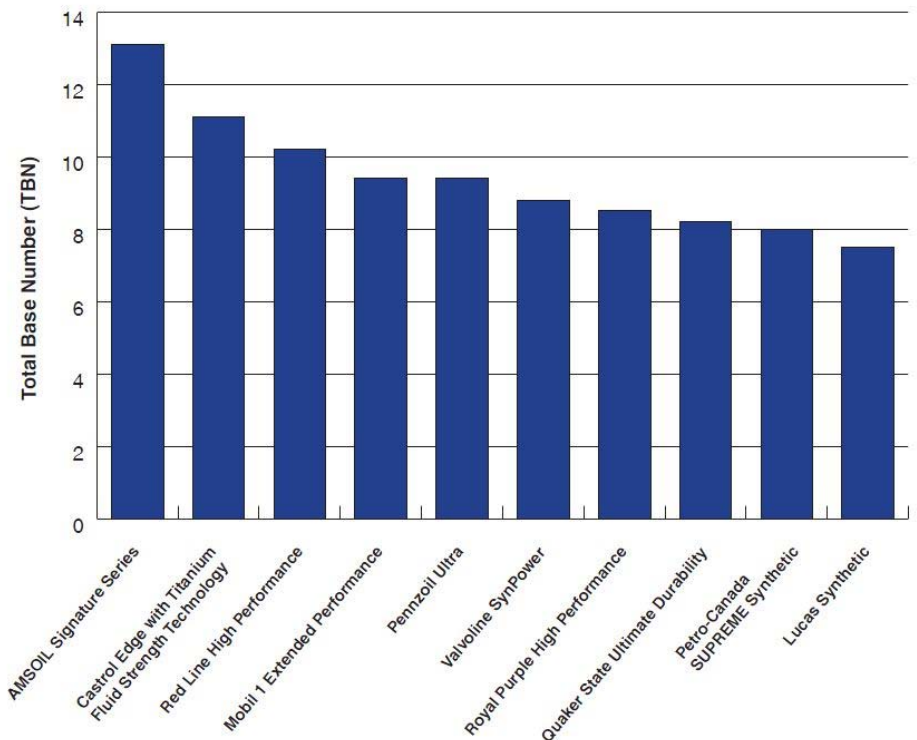
Because AMSOIL synthetic lubricants demonstrate consistently high TBNs, they neutralize acidic contaminants and keep them in suspension to prevent corrosion, maximizing engine protection. AMSOIL lubricants use detergent and dispersant additives to

significantly reduce sludge and carbon deposit formation. In the Total Base Number Test (ASTM D2896), [AMSOIL Signature Series 5W-30 Synthetic Motor Oil](#) demonstrated the highest TBN of the oils featured in the test, helping it deliver reliable protection for extended drain intervals.

The results from [Oil Analysis Sampling](#) will indicate the TBN for your oil. Following the procedures in the video (below) will assist you in taking a sample that will be processed, ultimately providing you with the TBN as well as a multitude of other information.



**Total Base Number (ASTM D2896)**  
Performed by independent, third-party lab February 2013.  
The higher the number, the better the performance in the test.



## The Altrum Minute - Joint Formula

Americans are reporting arthritis, joint pain and the ability to carry out activities in old age among their top concerns, according to Catherine Adams Hutt, Ph.D., RD, CFS, chief science and regulatory officer, Sloan Trends. The information was reported in the May-June issue of Natural Products Insider magazine.

Arthritis has been one of the country's fastest growing health concerns since 2006, Adams said, and compared to other major health issues, the population is most active in both arthritis management and treatment.

"Joint health represents the number-one condition-specific supplement category being used by American adults," said Paul Dijkstra, CEO, InterHealth Nutraceuticals. That reach extends globally, as Global Industry Analysts predicted the bone and joint product market to reach US \$9 billion by 2017.

"In the United States, middle-aged and the early elderly are more active than ever, and are much more likely to be engaging in some form of exercise and supplementation to allow them to fulfill their active lifestyles," said Sendhil Pani, head of international marketing, Bayir Inc. "The large joints tend to lose cartilage through years of simply living, and the resulting discomfort is driving millions to seek resolution."

According to the Natural Products Insider article, a number of

natural ingredients show promise in helping to support joint health. Over time, cartilage wears down from normal everyday activities and the effects of osteoarthritis (OA), known as "wear and tear" arthritis, can start to cause reduced flexibility and mobility. As a result, many natural ingredients target cartilage in some form or another — whether protecting or repairing the collagen-heavy tissue.

Despite new ingredients in the market, glucosamine and chondroitin are recognized as the go-to combination for restoring joint health.

"The same drivers of aging population, more active lifestyles and obesity will continue to make joint health a viable and attractive market segment," said Mike Fleagle, brand manager for Regensure® glucosamine, Cargill. "Glucosamine is still the most widely used and discussed joint health ingredient."



Learn more at:  
[AltrumOnline.com](http://AltrumOnline.com)

## Grow with AgGrand

[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](http://AgGrand.com)

## Shop Talk with Jon Olson

School is out and although summer doesn't officially start until June 21st...it has begun. Summer may be a time for vacationing and fun in the sun, but it also is a time to perform maintenance on all of the vehicles and equipment that I am responsible for.

Equipment maintenance can involve tearing apart a machine, but more times than not, it just means inspecting the various components and lubricating all of the moving parts.

Throughout this process it is not uncommon for me to go through a few cans of [MP Metal Protector](#). One area of equipment that I am responsible for is the Carpentry Lab. This area is a very dusty environment. [Amsoil MP Metal Protector](#) doesn't gum up or leave a residue that attracts dust. This makes it ideal for use in such a dusty environment.

Not only do I use it as a lubricant, I also use it to protect metal surfaces. The surfaces on many of the machines are cast iron and over the summer the hot humid air will cause them to rust. To prevent this I will coat the entire surface with [MP Metal Protector](#) and it will create a barrier between the moist air and the metal surface.

Beyond lubricating and protecting metal components, I also use [Amsoil's MP Metal Protector](#) to clean electrical connections and switches on equipment.

## Dealer's Zone

By Don Olson ZO#4901

AMSOIL University/Direct Jobber convention this year was really uplifting! There are tremendous changes in the works for all dealers.

First of all corporate staff will be traveling around the U.S. and Canada putting on training. That means that Amsoil University will not be held in Duluth next year. More on that as information becomes available.

Also, the website [www.lubedealer.com](#) will become inactive as of Jan 1, 2016. The new website/ design is ready for your subscription now. It is being done by a professional web design group. More on that to come also. (Check out the Dealer zone for more information).

E-training is a reality thing. Keep

watching the Dealer Zone for courses and information.

There will be updates online at [www.amsoil.com](#) when you sign in to your dealer portal.

There has never been a better time to convert your Preferred Customers to Dealers ... this year will be exciting ... and beyond!

AMSOIL has done lots of market research and will share all of their finding with you the Dealer and Direct Jobber. I will try to keep you updated as I learn about the enhancements to your AMSOIL business.

Always remember to contact me for assistance in building your business. I am here to help to achieve the level of success you desire to obtain.



**TWO WAYS TO SAVE**

**1 Free Shipping**

OR

**2 Buy Wholesale**

**Click for Details**