

Olson Marketing

Monthly

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Your Amsoil Information News Source

Product Highlight: Oil Analyzers Test Kit



Congratulations:

New Preferred Customers

Matthew Sibley
Council Bluffs, IA

George Andringa
Lincoln, NE

Terry Overbeck
Firth, NE

John Wilhelm
Lincoln, NE

New Catalog Customers

Nickolas Golubev
Salinas, CA

It's that time of year again when I get ready to perform all the annual maintenance on my vehicle.

AMSOIL provides [oil analysis service options](#). By analyzing used engine oil, a qualified lab can detect mechanical problems your engine may have.

Don't forget to pick up an [Oil Analysis Pump](#) which will allow you to fill your sample container.



Find out more about the benefits of Oil Analysis on the next page.

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Check it out by clicking
[HERE](#)

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Basics of Oil Analysis...Explained

What is Oil Analysis?

Oil analysis is the process of reviewing new or used oil samples of a fluid lubricant from a chemical and physical properties perspective. Oil, for example, is frequently referred to as the “lifeblood of an engine”. Just as in the analysis of human blood, oil analysis can provide insight as to the health (internal condition) of the equipment and components it is drawn from. It can also provide detailed information as to the condition and serviceability of the lubricant itself.

Advantages of Oil Analysis

Oil analysis can provide you with information regarding a piece of equipment’s ability to operate. If a problem is detected, oil analysis enables an equipment owner to schedule repairs at a time and location that is most convenient and economical. This is significant because an unexpected failure that occurs on the road or during normal operations is likely to be significantly more expensive than a failure that is addressed during a scheduled maintenance procedure.

The effectiveness of such equipment maintenance procedures and service intervals can also be verified through oil analysis. Performing maintenance too frequently will increase operational costs but provide little or no additional benefit. Conversely, extending maintenance intervals to the extreme can result in even

greater costs such as total equipment failure.

Engine oil is a good example. There is no good reason to change the oil in an engine if the oil is suitable for continued use. This is nonproductive and only increases operating costs and waste. However, running on oil beyond its usable service life can be even more costly.

Oil analysis allows us to be proactive instead of reactive. We can head off problems which will reduce down time and expenses. Always keep in mind the old adage: “Equipment can only make you money when it is working.”

From time to time and for a variety of reasons, an equipment owner/operator will become concerned that a particular piece of equipment is not functioning properly. To provide peace of mind and reassurance, oil analysis can be the answer to these concerns.

[Amsoil Oil Analysis Kit](#)

Although there is a cost to have oil analysis performed, it is also important to consider the value oil analysis information can provide. For example, the cost to outright replace the engine in a class 8 truck at today’s prices comes to roughly \$18,000-\$20,000, as compared to a \$20 oil analysis kit.

-Amsoil

Comments by Jon...

I have been performing oil analysis in my Ford F150 for the past several years. Each May I perform the annual vehicle maintenance, in my truck, which includes analysis of oil prior to completing an oil change.

Over the next few months I will be providing you with some information about Oil Analysis procedures and in the July newsletter I will be discussing the results from the oil analysis in my 2001 Ford F150, followed by a discussion in August about the Oil Analysis results from my wife’s 2008 Hyundai Elantra.



The Altrum Minute

USDA and Health and Human Services released the 2015-2020 Dietary Guidelines for Americans.

The guidelines have a new focus. Instead of focusing on individual nutrients and food groups, it recommends that Americans make choices that add up to an overall healthy eating pattern.

The guidelines recommend that Americans seek “to build a healthy eating pattern, combine healthy choices from across all food groups — while paying attention to calorie limits, as well.”

According to a USDA press release, there are five encompassing guidelines:

* Follow a healthy eating pattern across the lifespan. To maintain a healthy body weight, consume all nutrients the body needs and reduce the risk of chronic disease; choose a healthy eating pattern. A healthy eating pattern is not rigid but adaptable for all individuals based on personal preferences, culture, traditions and budget. All food and beverage choices matter.

* Focus on variety, nutrient density and amount. Choose nutrient dense foods from all food groups that contain many vitamins, minerals and other substances that help the body.

* Limit calories from added sugars and saturated fats and reduce sodium intake. Cut back on foods that are high in added sugars

(dessert foods, cookies, ice cream, etc.) and saturated fats (fat that is solid at room temperature).

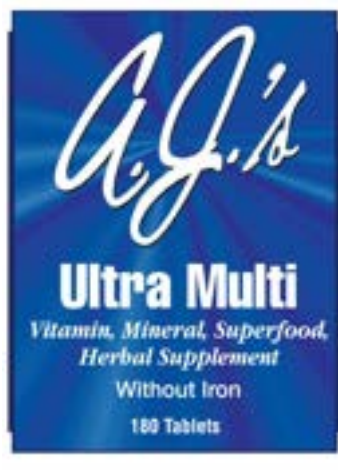
* Shift to healthier food and beverage choices. Choose healthy foods and beverages in place of less healthy choices. Personal and cultural preferences are important to consider to help make these choices easier.

* Support healthy eating patterns for all. Help yourself and others by supporting and promoting healthy food choices at home, at school and in community settings.

While eating a healthy diet is vital, the Dietary Guidelines also emphasize the importance of physical activity in the prevention of chronic diseases and to help maintain a healthy body weight.

[-Altrum Online](#)

A great first step on the road to becoming more healthy is nutritional supplements such as [A.J.'s Ultra Multis](#). No other multi compares in the number of health and energy-supporting ingredients.



Grow with AgGrand

As the springtime temperatures continue to rise, you might want to start thinking about your lawn care plan for the year.

I personally don't enjoy spending lots of money on fertilizers and other lawn care products in an attempt to have a healthy lawn.

Over the past few years I have transitioned away from widely using commercially produced fertilizers and have implemented a lawn care plan that includes regular use of [AgGrand Natural Based 4-3-3 Fertilizer](#).

[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, shrubs, trees, field crops and houseplants.



Learn more at:
[AgGrand.com](#)

Shop Talk... with Jon Olson

I am always interested in saving money. Whether it be with my vehicle, home or otherwise. I have found the best way to begin down the path of saving money is to get educated. I am not talking about a formal education that you pay for...because frankly, that costs money and we are trying to save money.

In today's digital age the knowledge of the world is at your fingertips, most of it being free. When I begin a project I first Google my question or problem. More than likely there is somewhere in the vicinity of ten billion search results. I will usually click on the first couple and check out what Google brings me. Unfortunately, it is often filled with lots of pages with tiny typing. I am sure the information is great and everything but I learn best by hearing and seeing it done and then doing it myself.

YouTube has become the paramount resource for consumers, homeowners, DIY-ers, and even professionals in some cases. I always check out a few videos on the topic I am researching and then correlate that information to my application, identifying the similarities and differences in the process.

Now, whether you are performing a repair or just learning some of the terminology, any knowledge that you acquire will pay off ten-fold in the future. Guaranteed.

Dealer's Zone

By Don Olson ZO#4901

The [AMSOIL Preferred Customer Program](#) is undergoing significant improvements effective May 1. The new program offers additional benefits for members with no changes to membership fees. [AMSOIL Preferred Customers](#) will continue paying wholesale price for AMSOIL products, a savings of up to 25 percent, while also receiving these additional benefits: Exclusive promotions for reduced freight costs.

- Exclusive product-specific promotions
- Randomly selected P.C.s receive free gear when they place an order
- P.C.s earn points on all purchases. Every 50 points is redeemable for \$1 off a future order
- P.C.s earn 500 bonus points for referring new P.C.s or Dealers to AMSOIL

The new P.C. Program provides existing P.C.s more satisfaction from the program they already love, and more reasons to remain [AMSOIL Preferred Customers](#). It also provides Dealers with a better tool for registering new P.C.s and added commissions from sales to new P.C.s that their current P.C.s introduce to AMSOIL. The qualification bonus that would typically go to a Dealer for registering a new P.C. is paid to referring P.C.s in the form of 500 bonus points to be used on future purchases, on which the sponsoring Dealer will then earn additional commissions. This essentially turns your P.C.s into recruiters of new customers, much like the Dealers on your sales team.

Product Update Dominator Coolant Boost

[DOMINATOR Coolant Boost](#) has been reformulated with the latest organic-acid technology. The new technology adds to the benefits provided by the previous formulation, including reduced engine temperatures by up to 25°F (previously 19°F) in straight-water applications and up to 54 percent faster engine warm-up times (previously 45 percent). Organic acids are more robust and longer-lasting than inorganic acids, offering excellent resistance to scaling, drop-out and corrosion. They also contribute to improved compatibility; the new [DOMINATOR Coolant Boost](#) formulation can be mixed with soft, tap and distilled water, in addition to any brand of antifreeze. Users will also notice the product is now orange in color.

