

Olson Marketing Monthly

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Your Amsoil Information News Source

Remembering a Legend:

Al Amatuzio

AMSOIL INC. company founder and Chairman of the Board Al Amatuzio passed away on Friday, March 31, 2017 at nearly 93 years of age. His life was a classic David vs. Goliath illustration of the American Dream. He was raised poor in a rough neighborhood, achieved distinction in military service and toppled giants on his way to forever changing the lubrication industry. Amatuzio touched many lives through his business ventures and charitable endeavors. In fact, whether they know it or not, Amatuzio has affected the lives of nearly every driver in the world, for it was his vision that brought synthetic lubrication to the automotive market.

Today, the company he founded carries on with Amatuzio's vision – to provide consumers with a better option, to be the best and to support the little guy. What the critics deemed unnecessary and ill-conceived when AMSOIL was founded is now required by many vehicle manufacturers. Because of Amatuzio, consumers have improved choices from Big Oil, their vehicles last longer and advanced automotive technologies that would have destroyed yesterday's motor oil are possible.

[Read The Full Story](#)

Al Amatuzio

1924 - 2017



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Congratulations:

New Catalog Customer

Gary Howard

Omaha, NE

New Preferred Customer

James Brown

Sutton, NE

Robert Wagner

Lincoln, NE

New Amsoil Product: Brake & Parts Cleaner

I am excited to pass along that Amsoil has just recently introduced [Brake & Parts Cleaner](#). One maintenance task that I really enjoy completing on vehicles is brake pad replacements. I find that it is a relatively straight forward repair procedure that can save you quite a bit of money when compared to taking it to a mechanic.

Below are a couple of videos I put together demonstrating the procedure for replacing brake pads, rotors, and other components on the braking system.

Product Highlights

[AMSOIL Brake & Parts Cleaner \(BPC\)](#) quickly removes oil, grease, brake fluid and other contaminants from brake parts and other automotive components. It cleans brake parts with no major disassembly and leaves no residue, helping eliminate brake squeal and chatter.

Performance Features

- Quickly removes grease and oil
- Leaves no residue
- Dries quickly
- Chlorinated, non-flammable formula
- VOC-free

2001 F150 Rear Brakes



2002 Saturn Front Brakes



AMSOIL
The First in Synthetics®

The Altrum Minute

While deaths due to heart disease have dropped in recent years, it's still the No. 1 killer of Americans. The good news is that research has discovered a lot about how to prevent cardiovascular disease, which includes both strokes and heart attacks. It's no secret that healthy eating is a major part of a healthy lifestyle. Online Health magazine offers a list of foods that will help to keep your heart healthy, along with the nutrients or functions the foods have in our bodies.

Salmon
Oatmeal
Blueberries
Dark Chocolate
Citrus Fruits
Potatoes
Tomatoes
Nuts
Legumes

[Read More at
AltrumOnline.com](http://AltrumOnline.com)

Ultra Multi is a premium multi-vitamin formula comprised of more than 86 vital ingredients.

A unique protein chelation of the minerals allows four to six times better absorption of essential minerals over unchelated minerals.

The foundation of the Ultra Multi formula is a superfood/herbal base of 1450 mg and a super antioxidant/bioflavonoid blend of 450 mg.

More than 86 life-sustaining ingredients needed for optimal health

Minerals, antioxidants, phytonutrients, vitamins, enzymes, herbs, amino acids and more

Helps ensure optimal nutrition

[Read More at
AltrumOnline.com](http://AltrumOnline.com)



Grow with AgGrand

Natural Kelp and Sulfate of Potash

AGGRAND Natural Kelp and Sulfate of Potash 0-0-8 (NKP) is a liquid concentrated formula containing 8 percent readily available potash (K₂O) recommended for use on all types of crops and plants. Its potential benefits include dark green leaves, higher nutritional quality, firm stalks, prolific root growth, greater plant vigor, improved nutrient uptake, fewer blemishes, reduced susceptibility to insects and disease and increased shelf-life. AGGRAND Natural Kelp and Sulfate of Potash is the ideal product for those seeking a natural fertilizer that demonstrates superior results.

Application is recommended for: Apples, Beans, Bedding Plants, Berries, Cabbage, Citrus Fruit, Cotton, Cucumbers, Field Tomatoes, Garlic, Golf Courses, Greenhouse Tomatoes, Potatoes, etc.



Learn more at:
AgGrand.com

Diesel Digest

Diesel Engine Stroke Cycle

Diesel and gasoline engines can both be designed to utilize a four-stroke cycle or a two-stroke cycle.

A "Stroke" is the up and down movement of the piston within the cylinder. Four-cycle gasoline and diesel engines use four piston strokes to complete one operating cycle.

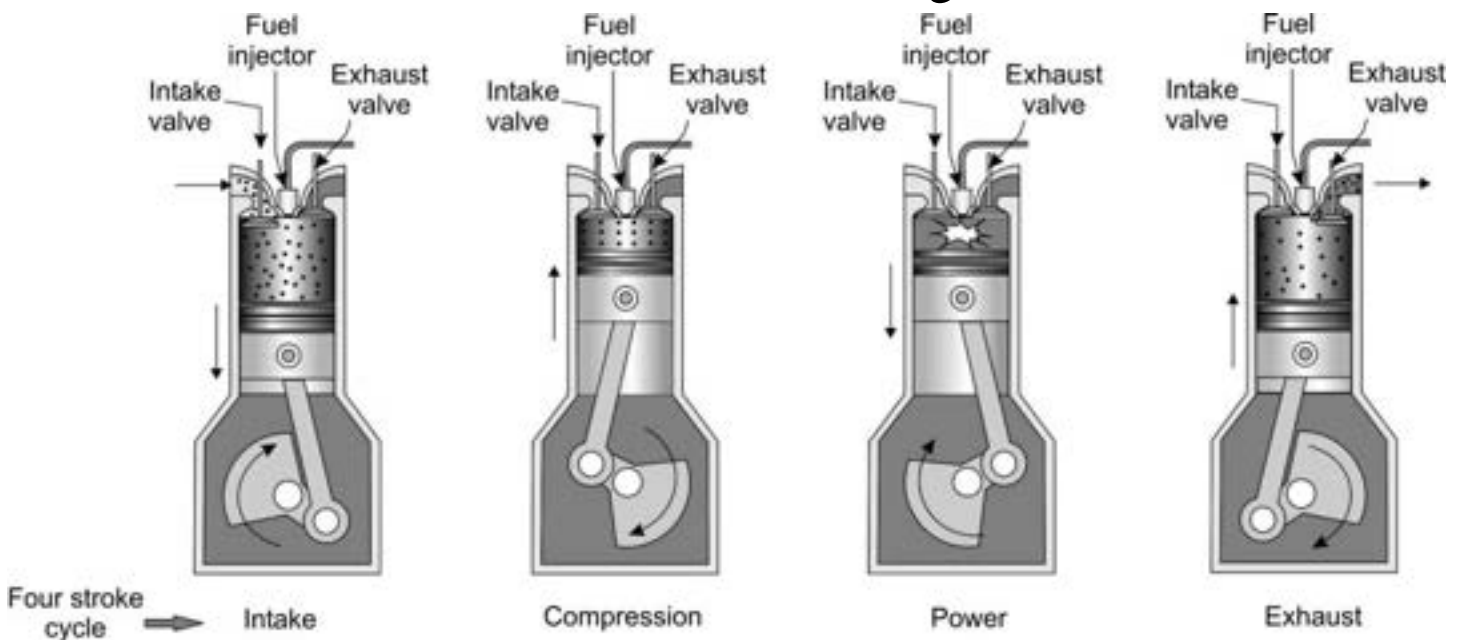
The four strokes in a "four-stroke" engine are as follows (see image below):

Intake
Compression
Power
Exhaust

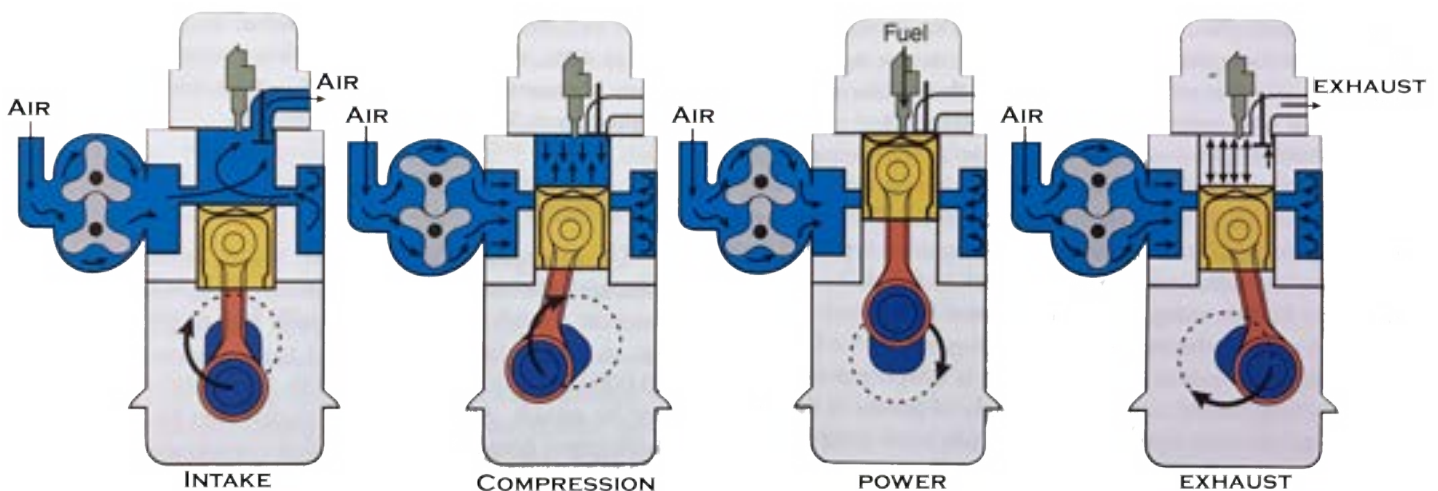
Two-stroke engines accomplish the same tasks using only two piston strokes, one up and one down (see image at bottom of page).

In a two-cycle diesel engine, intake and compression occur on the upward piston stroke, while power and exhaust occur during the downward piston stroke.

Four-Stroke Diesel Engine



Two-Stroke Diesel Engine



Shop Talk...

with Dr. Jonathan D. Olson
ZO #10458

Air tools need oil. A few years back I roofed my home and borrowed a roofing stapler from a colleague. I plugged it in and squeezed the trigger. One staple came out as it should. I squeezed the trigger again and heard a loud burst of air followed by a constant air hissing sound. I had ruptured one of the rubber seals inside the roofing stapler. This led me to purchase my own stapler for the project.

I have used it once since that project. I believe it has been about 6 years since sitting in a box on my shelf. I know that either I will use it again or someone will ask to borrow it. I combat the chance of a seal failing by routinely performing some preventative maintenance on it.

First off, when I put it in storage I unloaded all staples from the magazine. This eliminates any stress on the spring that feeds the staples. Secondly, once a month (or when I remember, which really means every 6 months) I will squirt a small amount of [Amsoil's Synthetic Air Tool Oil](#) into the air fitting, let it get absorbed in, and then discharge a few staples to allow the oil to coat the surfaces inside the stapler.

This preventative maintenance costs about 5 cents every time I perform it. Given that the original cost of the stapler was \$300 it is well worth my 5 cents to ensure it stays in good order.

[AMSOIL Synthetic Air Tool Oil \(AIR\)](#) effectively lubricates rotary and piston-type air tool bearings and motors, while managing moisture and conditioning rubber and plastic seals and O-rings. It ensures air tools run smooth, reduces wear and helps tools last for years, even generations.

Performance Features

- Helps prevent corrosion and deposits, allowing air tools to run cleanly and reliably.
- Reduces wear, extending tool life.
- Provides easy dispensing.



Dealer's Zone

By Don Olson ZO#4901

This is the time for you Dealers to register on line for AMSOIL University On-Line. It's a great and easy way to get T1 certified (finally!) and get the benefits of being T1 certified.

To build your business do you have business cards? Do you leave one with everyone you come in contact? Each time someone comes to our home, whether for a repair, or to drop off a brochure of their own, or for whatever the reason I ensure they leave with something that says AMSOIL and that I am an Independent AMSOIL Dealer.

Don't forget to tell all of your Preferred Customer's that they can earn \$10.00 in FREE products just by referring someone to you and making a \$50.00 purchase (or more). Dealers: you need to ensure that those referrals get registered properly. You put the referring Preferred Customer's ZO number as the referral number. The easiest way to do that is calling the AMSOIL order line 800-956-5695 or 800-777-7094, and giving the ordering technician the information.

You can build your business by doing a few simple things. Business cards, catalogs, brochures, etc. There are many ways that are simple, but by doing nothing you will reap nothing. So ... DO IT NOW!

Contact me for more ways to easily build your business. Thanks for your enthusiastic use of AMSOIL products!