

Olson Marketing  
**Monthly**

December 2018 - Issue #88

in partnership with Insane Oil of Omaha

**Merry Christmas!**



**Product Highlight: Amsoil Severe Gear**



[AMSOIL Severe Gear® Synthetic Extreme Pressure \(EP\) Gear Lube](#) is a premium-grade gear oil specifically engineered for maximum performance in severe-duty applications. This state-of-the-art AMSOIL formulation features an exclusive blend of high-viscosity, shear-stable synthetic base oils and an extra treatment of high-performance additives. [AMSOIL Severe Gear Synthetic EP Gear Lube](#) maintains its viscosity for long-lasting protection against metal-to-metal contact. Equipment runs better and lasts longer with [AMSOIL Severe Gear](#).



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**Congratulations:**

**New Catalog Customers**

Pedro Ramirez  
Houston, TX

Luke Lee  
Swainsboro, GA



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# Amsoil Bypass Systems

[Bypass oil filtration](#) features a secondary filter with the purpose of eliminating nearly all contaminants from engine oil. [Bypass filters](#) have high capacities and eliminate much smaller particles than full-flow filters. They reduce engine wear and increase oil volume, but their high efficiencies mean they also have higher restriction and must be used in conjunction with a full-flow filter (see picture below).

I am going to take a moment to back up as I want to make sure you are up to speed on the basics. Your vehicle has a [full flow oil filter](#). [Full flow filters](#) are the most common type, and receive all, or nearly all the oil pumped around the engine. They provide essen-

tial engine protection for maximum cold flow performance and filter life. [Full flow filters](#) need to be able to provide good filtration, handle the required flow rate even when the oil is cold, and provide adequate dirt holding capacity. The use of synthetic media (what's inside the filter), will provide finer filtration and better flow with increased dirt holding capacity than traditional cellulose media filters.

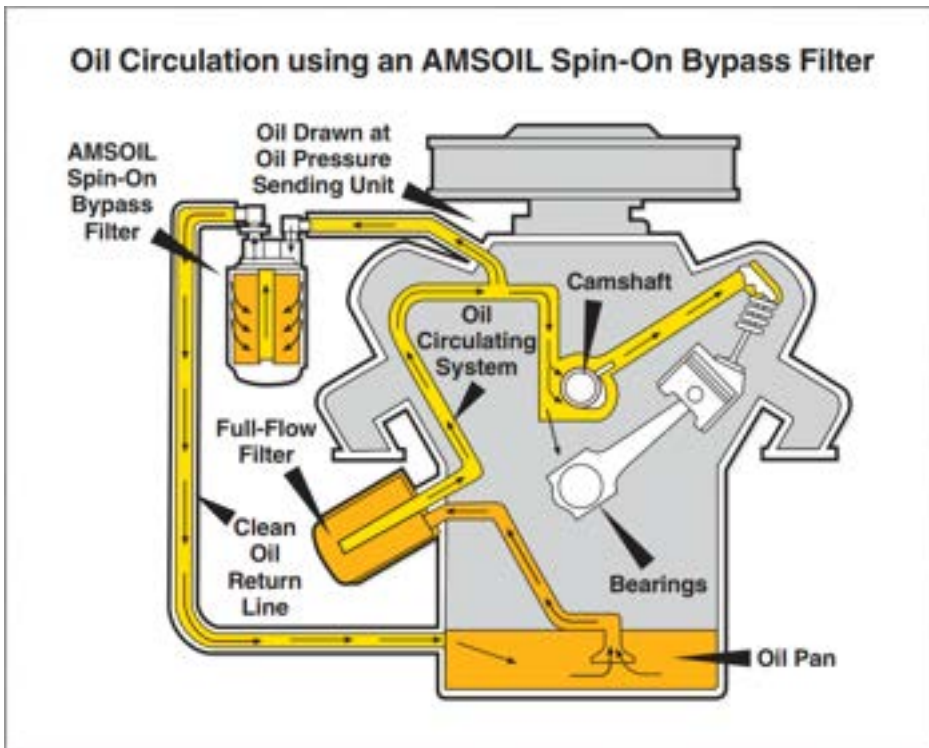
Every now and again I will get asked why [Amsoil Ea Oil Filters](#) are so heavy. The answer is that Amsoil engineers their [Ea Oil Filters](#) with premium-grade full-synthetic media that resist degradation from hot oil and is backed with a pleated wire screen to in-

crease strength and durability. But that is the difference between a \$15 filter and a \$4 filter. You get what you pay for. And we haven't even touched on the filtration abilities.

Back to making sure you are up to speed. [By-pass Filtration](#) is sometimes referred to as a secondary filter. A [by-pass filter](#) is usually fitted to a separate line where a small portion, usually of about 5 – 10% of the total oil flow, passes through them and is then diverted back to the sump. A [bypass filter](#) is usually a much finer filter to capture smaller particles than the full flow. Because it has a higher efficiency, it will have a much lower flow rate than a full flow filter; especially when the oil is cold. It is designed to improve the overall cleanliness of the oil without compromising the flow rate to the engine.

One of the design elements of oil is to suspend foreign particles and contamination inside the oil so it doesn't become an abrasive on the sidewall of your engine. If you can remove the foreign matter from the oil, you can increase the life and longevity of your oil. I have heard stories that people have used the same oil for more than 100,000 miles while running a bypass system.

Continued on Next Page...





# Amsoil Bypass Systems

## Amsoil Bypass Filtration Benefits

**Significantly Extend Engine Life** - The majority of engine wear is caused by particles in the 5-20 micron range. [Amsoil Ea Bypass Filters](#) effectively remove contaminants down to 2 microns.

**Efficient Small Particle and Soot Removal** - The high-efficiency [Ea Bypass Filter](#) element is 98.7 percent effective at removing particles down to 2 microns. It is also a very effective soot-removal device.

**Reduced Maintenance Costs** - [Amsoil Bypass Systems](#) provide dramatic increase in engine protection, helping avoid costly repairs associated with engine wear.

**Improved Oil Cooling** - By installing an additional filter, the

engine system has the capacity to hold more oil. With increased oil capacity, the oil filtration system contains more fluid through which it can disperse heat from the engine. This allows the engine and the oil to run cooler.

**Extended Drain Intervals** - [Ea Bypass Filters](#) can help you extend your oil drain intervals. Make sure to use oil analysis when extending oil drain intervals.

## Amsoil Bypass Filtration Service Intervals

Following the service life specifications, you should change your [full flow oil filter](#) each year and your [Bypass Filter](#) every two years. At the time you change your [full flow oil filter](#) you will want to send a sample in to the lab for testing.

## **Oil Analysis**

[Fluid analysis](#) is a preventive maintenance tool that provides diagnostic testing designed to evaluate lubricant condition, component wear and contamination in mobile and industrial applications. Routine fluid analysis can detect lubricant or equipment issues before major problems develop.

The [Oil Analyzers Fluid Analysis Program](#) protects valuable equipment by providing solutions for lubrication concerns through accurate and easy-to-understand fluid analysis, timely reporting and an unparalleled commitment to personal, friendly customer service. Oil Analyzers work with fully equipped laboratories staffed by highly trained analysts and offers a complete line of oil analysis services to help you get the most from your lubricants and extend the life of your equipment.

### LEARN MORE ABOUT BYPASS FILTRATION



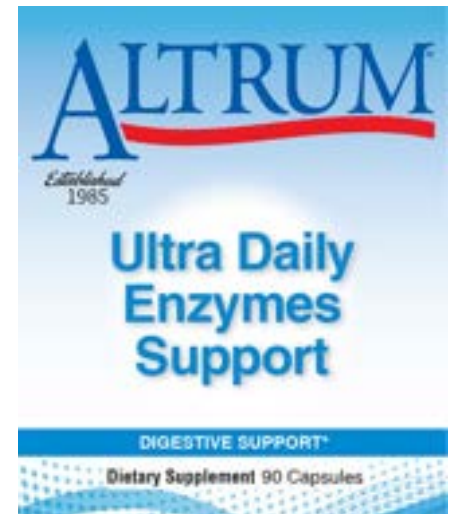
## The Altrum Minute - Get Healthy in 2019

It's about that time of year...hopefully you have begun to think about next year and some possible New Year's Resolutions. If you're wanting to get healthier, it begins with a little movement, some good food, and you can round things out with high quality nutritional supplements.

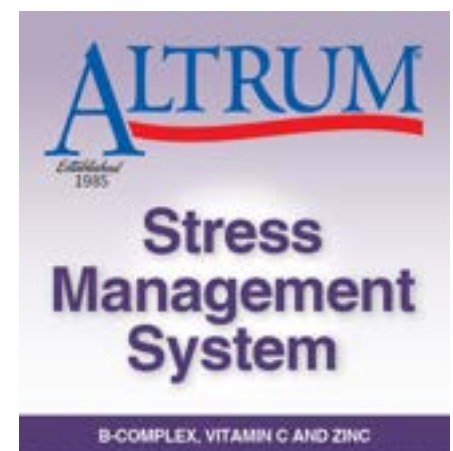
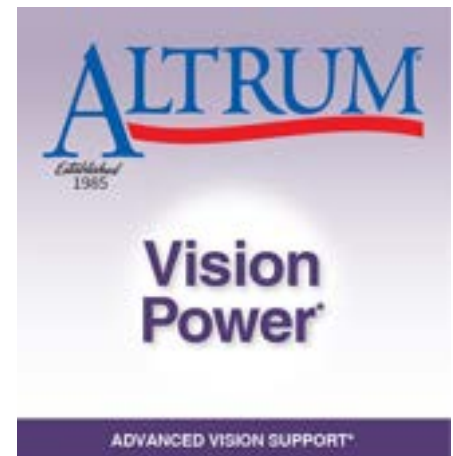
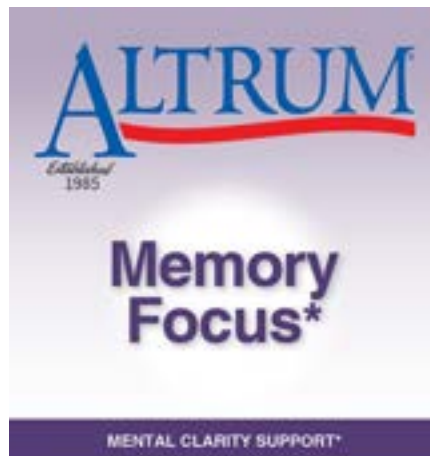
ALTRUM Nutritional Supplements are your foundation for good health. These products are a powerful line-up of the "World's Best" Multis and Enzymes, Superfoods, A.J.'s Signature Formulas and Technical Supplements. Formulated with the highest-quality ingredients available, each supplement provides the nutrients you may not get through your diet alone.

The flagship products of this line are the [Ultra Multis](#) (advanced multi-vitamin, superfood supplements) and the [Ultra Daily Enzymes](#) (advanced digestive enzyme formula). The [Ultra Multis](#) and the [Ultra Daily Enzymes](#) are the foundation of the ALTRUM Nutritional Program. Combine [Ultra Daily Enzymes](#) with one of the [Ultra Multis](#) and assure yourself a powerful start to your health program and a more vibrant life. Then, enhance your ALTRUM Health Program with any other premium ALTRUM nutritional formula.

ALTRUM Nutritional Supplements are manufactured in the U.S.A.



### Also Check Out:





## Shop Talk...

with Dr. Jonathan D. Olson, EdD  
ZO #10458

### Did Amsoil Destroy My Engine...Update

Over the past couple months I shared with you the conundrum I found myself in with my wife's vehicle this past summer. If you missed part of the story or want a refresher, you can view the previous newsletters at:

[Issue 86 - October 2018](#)

[Issue 87 - November 2018](#)

I have received the Oil Analytics report from each of the three oil draws with the Hyundai OEM oil and am waiting for the results from the first oil draw with Amsoil OE. I felt it important that I make an attempt to conduct each of the oil draws within a similar time frame and with similar mileage accumulations, a task that is proving difficult to attain but I am making my best attempt. I anticipate having all results by early February and have the results to share in the March and April newsletters.

### Dealer Contact

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## Dealer's Zone

By Don Olson  
ZO #4901

Time to kick off the new year to increasing your monthly bonuses during 2019. Set your own goals. If you need ANY help with your business don't hesitate to contact me and I will help you get to the next level ... or whatever level you desire.

Want to be a Direct Jobber? You CAN DO IT in 2019.

To begin, set aside an hour a week (or more) to work on learning.

1st: Log on to the AMSOIL dealer zone. [www.amsoil.com](http://www.amsoil.com) (you will need your ZO# or Email address and your personal password.)

2nd: On the AMSOIL home page select the "Quick Start Guide". Click on "Start Now". Go through the entire booklet as an overview.

3rd: Next, select the "Game Plan" booklet. Read through that and fill in the few blanks that are presented to you.

4th: Click on the Block "AMSOIL University". Begin working through the course curriculum at least until you complete the T-1 Certification.

Contact me with any questions. I want to hear about your progress. I would like to hear from ALL you dealers regarding your progress.

Preferred Customers and Catalog Customers ... If you would be interested in becoming a dealer please contact me and I will show you how to become a dealer and earn cash every month.

Thanks, and have a Very Merry Christmas and a profitable New Year!



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