

New Jersey Arborists Association



Tuesday, February 9, 2010

V.A.G., Inc.



Fuel Marketing & Management
Royal Purple High-Performance Lubricants





“CBM” = Condition Based Maintenance

- Over \$25 billion spent annually on premature replacement of components and fluids Source: ATA Maintenance Council

- CBM strategy is aimed at:
 - Lowering maintenance costs
 - Increasing productivity
 - Extending the life of equipment



Fluid Analysis

- Easy and cost effective method to measure life expectancy of oil
- Enables extended oil drain intervals
- Reveals fluid contamination
 - Fuel
 - Glycol
 - Soot



To Monitor Wear Metal Trending

- Component in metal breakdown
- Aids in diagnosing problem
- Can help prevent catastrophic failure



Royal Purple High-Performance Lubricant

- Group IV PAO base
- Full synthetic additive package
- Additional proprietary additive mix



What To Expect From Royal Purple

- High film strength prevents metal-to-metal contact:
 - Reduces wear
 - Lowers operating temperature
 - Provides more complete combustion
 - Lowers emissions
 - Saves energy



What To Expect From Royal Purple

- Oxidation stability means slower oil breakdown:
 - Protects against acid and sludge build-up
 - Allows for longer drain intervals
- Improved lubricity and flow enables easy starts in all weather conditions
 - Oil film bonds to metal to protect against cold-start wear



Case Studies

- North Carolina State University
 - Lower NOX up to 30%
 - Lower CO up to 19%
- Oklahoma State University
 - Improved horsepower on average from 318 to 322
 - Improved M.P.G. by 3.4%
- New England Motor Freight (NEMF)
 - Exhaust opacity average improvement of 25%



Bartlett Tree

(New Jersey Application, Scott Tapp)

- Extended all oil service intervals from 3 to 12 months
- Spot Oil analysis extended beyond 12 months
- Reduced operating temperature
- Eliminated cold-start issues in chippers



Bartlett Tree

- Eliminated need to plug-in equipment
- Improved fuel economy by average of 3%
- Fluid analysis aided in preventing mechanical issues

Go “GREEN”

- EPA Smartway Partnership recognizes synthetics as a method for:
 - Reducing emissions
 - Lowering fuel consumption





Initial Installation:

<u>CONVENTIONAL OIL</u>		
\$	10.00	cost of oil per gal.
X 8 gallons =	\$	80.00
filter =	\$	15.00
labor =	\$	50.00
sub-total =	\$	145.00
\$	10.00	cost of oil per gal.
X 8 gallons =	\$	80.00
filter =	\$	15.00
labor =	\$	50.00
sub-total =	\$	290.00
\$	10.00	cost of oil per gal.
X 8 gallons =	\$	80.00
filter =	\$	15.00
labor =	\$	50.00
sub-total =	\$	435.00
\$	10.00	cost of oil per gal.
X 8 gallons =	\$	80.00
filter =	\$	15.00
labor =	\$	50.00
sub-total =	\$	580.00
Total Cost:	\$	580.00

Oil Change #1

3 months

<u>ROYAL PURPLE</u>		
\$	25.80	cost of oil per gal.
X 8 gallons =	\$	206.40
filter =	\$	15.00
labor =	\$	50.00
sub-total =	\$	271.40
\$	25.80	cost of oil per gal.
X 1 gallons =	\$	25.80
filter =	\$	15.00
labor =	\$	-
sub-total =	\$	312.20
\$	25.80	cost of oil per gal.
X 1 gallons =	\$	25.80
filter =	\$	15.00
labor =	\$	-
sub-total =	\$	353.00
\$	25.80	cost of oil per gal.
X 1 gallons =	\$	25.80
filter =	\$	15.00
labor =	\$	-
sub-total =	\$	393.80
Total Cost:	\$	393.80

Oil Change #2

6 months

Oil Change #3

9 months



Save Time and

- Reduce maintenance and equipment downtime
- Increase productivity
- Save on labor and oil
- Reduce the need to handle and dispose of used oil by up to 75%
- Save energy
- Extend equipment life



Special Offer

- Order by February 26th and receive a 15% discount!
 - \$21.95 per gallon (cases) vs. \$25.80
 - \$19.35 per gallon (drums) vs. \$22.75
- Bob Rose, District Sales Manager, V.A.G., Inc., 302-740-5030, brose@vagfuel-oil.com,

ROYAL 
 **PURPLE**®
SYNTHETIC OIL

**Royal Purple thanks the
New Jersey Arborists Association**