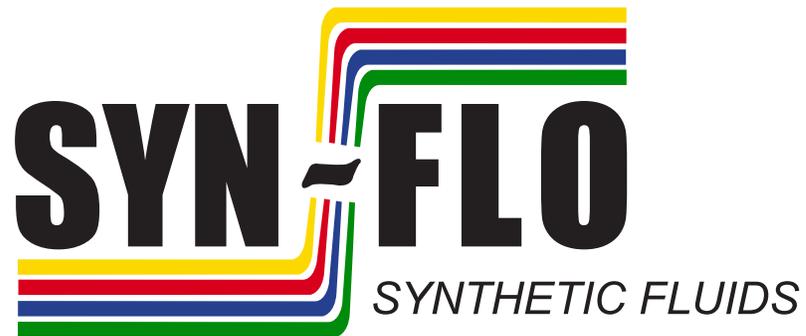
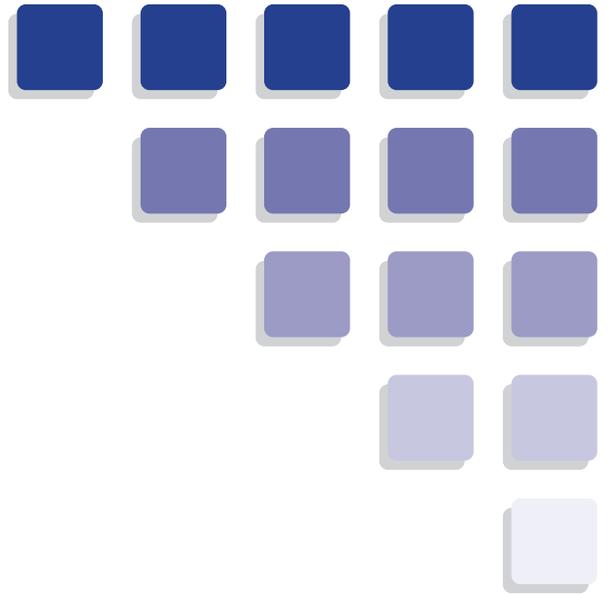
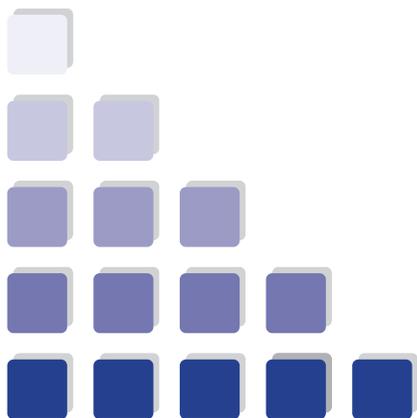


# Distributor Guide



800-874-8933



*Buy SYN-FLO and spend the rest.*



## ***Why your company should become a Syn-Flo distributor***

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- We have the best rotary screw compressor oils on the market
- We guarantee you will make more money selling our lubricants than you make now
- We offer incentive programs that will further increase your profits
- Technical and Sales Support
- Complementary Oil Analysis
- Protected Territory
- **Private Label**



# *Syn-flo lubricants have been protecting air compressors since 1975*

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- First to introduce the PAO to the compressor market.
- We've had no lubricant related air-end failures.
- Our lubricant is “**tops**” in the oxidation and corrosion test (oil breakdown).
- Syn-flo oils separate completely from water
- Excellent viscosity index
- Eliminates lacquer and varnish and other heat related products
- High flash point /low pour point
- Offers excellent productions at high temperatures

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## ***Making Money***

We will put a program in place using your input that will give you a competitively priced product.

We then will set up a pricing structure that will guarantee you top margins in the industry

We offer incentive programs based on volume. Example: If it is determined that your after market lubricant business is 100 drums a year, Syn-Flo will reward you a credit in oil if you meet or exceed your determined business. This incentive program is for everyone, whether you do 20 or 200 drums a year.

## ***Sales and Technical Support***

Syn-flo was a pioneer in helping the OEM get into the lubricant business.

We helped test and formulate lubricants that became Factory Fill oils.

We are on call 24hrs a day to help answer your lubricant questions.

We will come in and train your sales force on basic lubricant fundamentals so he or she can be more confident about selling lubricants. We will teach them how to sell Syn-Flo.

We offer a web site where information can be down loaded for presentations.

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## ***Flush Program***

Syn-Flo will reimburse you in oil the lubricant required to convert a customer to our product. Below is our change out procedure and an example of how the program works.

### **Change-out procedure: 10 gallon sump**

Drain oil while hot

Put a half a charge of Syn-flo in machine. For example, if the machine holds 10 gallons put in 5.

Run machine up to operating temperature.

Drain machine of lubricant and fill the machine with a full charge of Syn-Flo lubricant.

The oil required to convert this customer was 5 Gallons. We will reimburse the 5 gallons on your next order.

## ***Oil Analysis***

Keeping up with the lubricant through the course of its life is a critical **preventive maintenance** tool. Like going to the doctor to have your blood work done; oil analysis is a tool used to detect problems as well as potential problems. These problems are usually heat or water related.

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## ***Protected territory***

We have no control over who comes in and sells in a territory. We do however have control over whom we sell to. We **will not** lend support or sell to anyone in a territory that is under contract with you. We will refer these potential customers to you.

## ***PRIVATE LABEL***

Private Label is a concept that has become increasingly popular. If you are interested in private label, we can help you.

## ***Conclusion***

We strive each day to be the best we can. Our goal at Syn-Flo is twofold: offering the customer the highest quality products available at competitive prices; and to engage in a partnership with a distributor that will be mutually rewarding, and most important, profitable.