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CENTRAL NEWS[®]

Happy Thanksgiving

Paul T. Webster III

Happiness to me has gotten much simpler as I grow older. All I have to do is look around and see all the wonderful people associated with our Cen-Pe-Co family and the feelings of pride and smiles of thankfulness for such honest and loving folks warms my soul. Little did I know 42 years ago that with the early guidance of my father and the help of so many others, I would stand at the helm of the Cen-Pe-Co Ship as it passed the Century Mark and counting. From my vantage point it is clear that the secret of Cen-Pe-Co's powerful and long lasting engines remain the dedicated office, plant, delivery and sales people who take pride in our products quality and our customers' successes.

Looking back over these 42 years I see many yearly sales gains including this year's gain. I also see many individuals who have worked 10, 20, 30, 40 and even over 50 years to make Cen-Pe-Co a place we all can be proud of. Some say numbers only tell half of a story but some numbers tell more of the story. In these 42 years we have manufactured well over ½ Billion Dollars of superior quality lubricants and coating for all types of our heavy duty customers' needs. These same customers have entrusted us and our specialty products to protect many Billions of Dollars of their valuable equipment and buildings.

I would like to thank everyone associated with Central for their valuable past efforts and for propelling us towards the future. We can all take pride in our Companies and Customers accomplishments and for this I thank "You".

The Bud Hartman Story

The Old Giving Place to the New by Daryl Lehman

A relatively young man of 40 years of age, was working for a well-known uniform company. He was very successful, achieving the status of #1 in sales. One would think with such success that satisfaction would follow with dreams of a long-term career. But he was looking over the fence.

Ken "Bud" Hartman's dad had been working for Cen-Pe-Co for some years, so he was getting a close look at this company. In 1975, a sales territory

opened up and Bud jump at the opportunity, starting his career with Cen-Pe-Co in two Pennsylvania counties. He never looked back. Bud has often said, "Since I went to work for this company, I haven't worked another day in my life."

Bud was raised on a farm in southeastern PA (York Co). His dad had used Central Petroleum products on the farm before beginning to sell them in the late 60's. Bud married and left the farm, working different jobs before his first sales job with the uniform company.

He was barely getting established when his father passed away suddenly in 1978. The company added York and Adams Co to his territory. Bud went on to build a very successful business with Cen-Pe-Co. He was in The Top Twenty ten times and Top Five nine times. He held every place in the Top Five, including 1st Place and is also in the 5 Million Dollar Club. Bud could have been in the Top Five many more times prior to his first time in 1986, but that is another story of great accomplishment for another time.

Bud loved his customers and was a company man, always looking out for the good of the Webster's and Cen-Pe-Co. He had a special relationship and honor for Mr. P.T "Pete" Webster, Paul Webster's father.

Bud walked his talk. He could have let smaller customers go by the wayside and just "cherry picked," serving the bigger and easier accounts, and no one would have challenged him. But he was a company man. In the late 90's, he began thinking of slowing

down, but he didn't want his customers to be neglected or Cen-Pe-Co to lose market share. He made the sacrificial decision to find someone new to work the two counties where he started. The result of that was Steve Lightner joining



our PA Sales Team. A great addition!

Five years ago, in his late 70's, Bud repeated the process, giving up another county, knowing he was not covering the territory like he felt it deserved. What character, and what commitment to the company he loves! This year, he released his last remaining county to Carl Shirk, pictured with Bud at one of our breakfasts. Carl is also a great addition.

Bud still retains a handful of customers, not necessarily his biggest customers, but those with whom he has had a longstanding relationship. He is certainly appreciated by our Pennsylvania Sales Team, and we want him to continue to brighten our meetings with his wit and quick smile. What a man! What an example for how we should all "grow old" and yet remain active in sales without compromising market share.

Bud, you are a legend in your own way. You did it your way, and it was a good way.

Risk and Reward

By: Blaine Ballentine

Recent research by Infineum demonstrates how one of their viscosity improvers provides better fuel economy than an ordinary polymer. Using the Worldwide Harmonized Light Vehicle Test Procedure, Infineum showed a 1.9% increase in fuel economy compared to the reference oil in a Volkswagen 1.4l engine. The ordinary polymer only showed a 1.4% increase. Infineum's viscosity improver was 36% better in the test.

Now let us take a step back and see what it means to the consumer. A turbocharged version of the VW 1.4l is available in the United States in the VW Golf. It achieves 28 mpg in the city and 46 mpg on the highway, for an average of 37 mpg. Based on 37 mpg, a 1.9% increase would boost that by 0.7 mpg for a total of 37.7.

Assuming that the car is driven 14,000 miles per year, which is average, this more fuel efficient oil would save 7 gallons of gasoline per year. The difference between the

two viscosity improvers in the testing is less than two gallons per year.

A big part of the fuel economy improvement came from lower viscosity. The test oils were SAE 0W-20. The reference oil was SAE 15W-40. So most of the fuel economy came from dropping to SAE 0W-20 from SAE 15W-40.

By the way, there was nothing in the report about a catastrophic failure from using SAE 15W-40 in an engine with tolerances so tight that it can run on SAE 0W-20.

How thin do we want to go in the face of a fuel economy / wear trade off? At Central Petroleum we are all about fuel economy through superior base oils and formulation to save fuel within a given viscosity grade. However, we question the wisdom of risking wear with thinner and thinner oils to achieve better fuel economy.



I am slowly updating the industry/product information section in the Salesman's Manual, that we used to give to new sales reps. It will include a section on ISO viscosity grades which appears below.
Blaine Ballentine

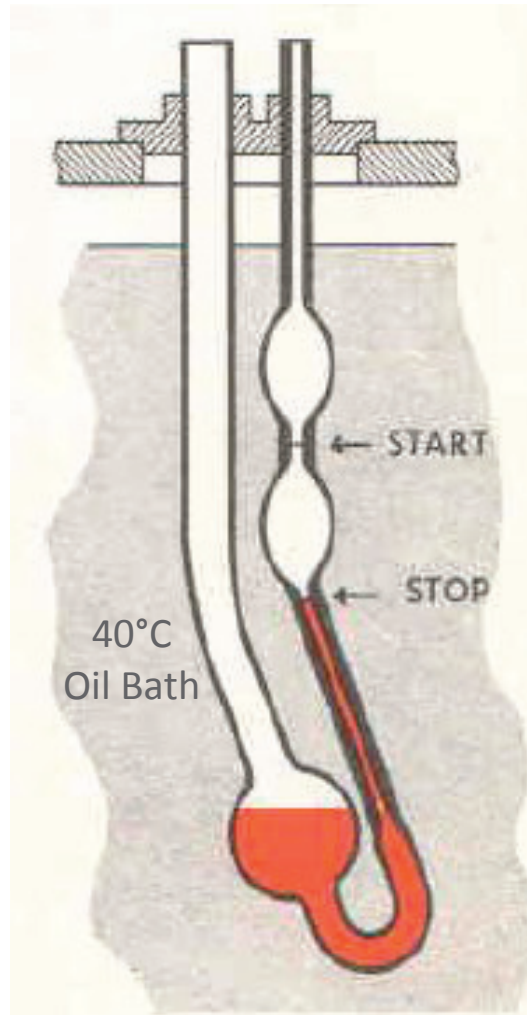
ISO Viscosity Grades

Manufacturers of industrial equipment often specify viscosity by ISO (International Standards Organization) grade. Although grades that are lower and higher exist, the ISO grades that you are most likely to run into are:

- ISO 22
- ISO 32
- ISO 46
- ISO 68
- ISO 100
- ISO 150
- ISO 220
- ISO 320
- ISO 460
- ISO 680

For a fluid to meet an ISO grade its viscosity measured in centistokes at 40° C (104°F) must fall within 10% of the ISO number. So, ISO 100 means the fluid is between 90 and 110 cSt at 40°C.

Consumers usually think the ISO number is a complete specification, even though it is only viscosity. The ISO grade tells us the viscosity, but it could be non-detergent oil, R&O (Rust and Oxidation inhibited) hydraulic oil, AW (Anti-Wear) hydraulic oil, gear lube, or something else. We need to know the type of fluid in addition to its ISO grade before making a recommendation.



Charts that convert ISO grades to SAE grades are easy to come by. Keep in mind they are tied to a Viscosity Index, usually 95. Here is the weakness in the conversion.

SAE 20W and SAE 10W-30 can be formulated to ISO 68. However, SAE 20W and SAE 10W-30 behave very differently in the cold, and when they are hot. You can match the ISO grade, and still have the wrong viscosity if the start-up temperature or operating temperature is far from 104°F.

Let us use a gear box calling for a synthetic ISO 220 gear lube as an example. If it is located inside and operates at 150° or less, we are safe in substituting a similar SAE 90 mineral oil with more frequent change intervals. On the other hand, if the gearbox is outside and has to start-up at winter

temperatures, the synthetic oil makes sense. We cannot substitute SAE 75W-90. Although it is SAE 90 at the SAE test temperature of 100°C, it falls between ISO 100 and 150, which is tested at 40°C.

Just keep in mind that ISO grades only give us viscosity at 40°C. We still need to know the type of fluid and how it needs to behave as it gets away from that test temperature.