

SEPTEMBER, OCTOBER,
NOVEMBER, DECEMBER 2010

cen-pe-co[®]
LUBRICANTS

CENTRAL PETROLEUM COMPANY
Cleveland, OH Wacott, IA

Issue 820

CENTRAL NEWS[®]

A Cen-Pe-Co Christmas Carol

By Paul Webster III

Let's celebrate the last 100 Christmases by giving praise to all the fine men and women who made Cen-Pe-Co's 100th year anniversary possible. Only the highest quality people and products could have nourished such a strong and deep-rooted company known for its exceptional reputation and products.

Let's celebrate our current blessings for which we all contributed to and share. Throughout the dark economic clouds of this current recession your bright light has shown through as recognized as increased incoming and shipped sales. As 2010 comes to an end, Cen-Pe-Co has recorded its second best sales year ever.

Let's celebrate our future opportunities as we continue to strive to serve our valuable customers and their needs. Thanks to all of you and your families, our future looks bright. Merry Christmas and Happy New Year.

Indiana Sales Rep, Scott Crull, lost a large fuel additive customer a couple of years ago. The local cooperative claimed, not only that fuel additives were unnecessary, but that they could not provide any benefits in their premium fuel.

The customer's filter replacement tripled, they had an injector fail, and they had a fuel gelling problem last winter. However, there was still doubt, and not all the decision-makers agreed.

Cetane was a hot button for the client, so much so that they were willing to pay half of the expense of testing. Scott lined up a cetane test that would prove that Cen-Pe-Co Power Flo Klenz would make a positive difference and sent the samples to the laboratory.

We are not talking about a cetane index test that simply compares the way a test sample was distilled with that of fuels with known cetane values. This was an actual engine test that directly measures cetane, requires a one-gallon sample, and costs nearly \$100 per sample.

The co-op fuel had a respectable cetane of 52.6. The same fuel treated with Cen-Pe-Co Power Flo Klenz had a cetane of 55.4, an increase of 2.8 or over 5.3%. Obviously, the fuel did benefit from treatment with Power Flo, and some of doubt about filter life, anti-gel protection, fuel efficiency, and fuel system life went away.

We would like to thank Scott for sharing the results with us, and the professional way he represents our products

TELEPHONE 773-772-3577
FAX NO. 773-772-3778

Phoenix Chemical Laboratory, Inc.
FUEL AND LUBRICANT TECHNOLOGISTS
3953 SHAKESPEARE AVENUE
CHICAGO, ILL. 60647-3497

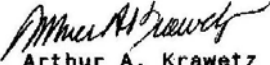
November 18, 2010

RECEIVED FROM **Central Petroleum
6308 Wilshire Drive
Indianapolis, IN 46259
Attn: Scott Crull**

SAMPLE OF **Fuel** LABORATORY NO. **10 11 18 1-2**

MARKED **See below**

Lab. No.	10 11 18 1	10 11 18 2
Marked	Co-op Untreated	Co-op Treated with CEN-PE-CO
Cetane Rating (ASTM D613)	52.6	55.4


Arthur A. Krawetz

Don't Miss Out On Convention 2011!!



March 7, 8, 9, 2011



RANDA'S RAMBLINGS...

The 2010 year will soon be history. I hope each of you were able to accomplish everything you had hoped. Dale and I continue to work very closely here in the Walcott office. If there is anything we can do to help in your sales efforts, please don't hesitate to give us a call.

With Paul Webster opening up shipping dates for Paints and Coatings and George II to June 1, 2011 we have seen an increase in orders received here in the office. Orders for lubrication products have also increased with having up to March 1st shipping dates.

Did you know that Daryl and Rhoda Lehman are GREAT-grandparents!!!
Congratulations on your great-granddaughter!!

My favorite sugar cookie recipe:

GRANDMA'S SUGAR COOKIES

1 cup butter
1 cup vegetable oil
1 cup white sugar
1 cup powdered sugar
2 eggs
1 tsp. vanilla
1 tsp. cream of tartar
1 tsp. soda
1 tsp. salt
5-5 1/2 cups flour
350 degrees - 8-10 minutes

These cookies can be flattened with a sugared glass or rolled and cut-out.
Hope you enjoy them!!!



Merry Christmas!