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DieselMax Field Test

By: Blaine Ballentine

CenPeCo DieselMax was recently tested by a fleet of 12 general use LTL (Less than Truck Load) trucks, which is a customer of North Carolina salesman, Gary Katzman. Of course, he wanted to use the test results to sell other fleets in his area, so the test had to be as fair and honest as possible. So, Gary enlisted the help of two engineer friends to evaluate the test structure, and then verify the results. Due to this extra effort, we have more rigorous and better documented test results.

Fuel economy was tracked for two fills using untreated diesel fuel. Then fuel economy was calculated for two fills of diesel fuel treated with CenPeCo DieselMax at the recommended 1:1000 rate.

The data are shown in Table 1, and the results speak for themselves with an overall improvement of 8.2%.

Let's throw out the highest and lowest results. At the beginning of the test, the driver of truck number 9 said he had used all types of additives, and none of them work. It is interesting that DieselMax worked in every truck in the fleet, except his. Did he not add DieselMax when he filled? Was there some other reason? Let's throw it out.

Truck number 7 had an outsized response of 20%. Although DieselMax improved fuel economy, we have to believe the truck was driven differently for a compound improvement. It could be psychological.

Fleet Test

Fuel Economy Gain With CenPeCo DieselMax

Truck Number	Miles Untreated	Gallons Untreated	MPG Untreated	Miles Treated	Gallons Treated	MPG Treated	MPG Increase
1	2,011	437	4.60	2,036	400	5.09	10.6%
2	2,833	573	4.95	2,166	398	5.45	10.1%
3	1,959	382	5.13	2,002	378	5.30	3.2%
4	2,025	338	5.98	1,472	236	6.24	4.2%
5	1,747	388	4.50	1,563	336	4.66	3.5%
6	1,913	358	5.35	1,997	347	5.75	7.5%
7	2,466	452	5.46	2,067	314	6.59	20.8%
8	2,400	457	5.25	2,185	377	5.80	10.5%
9	1,673	250	6.70	1,892	283	6.68	-0.3%
10	1,844	405	4.55	1,638	328	4.99	9.7%
11	1,084	246	4.41	2,029	414	4.90	11.0%
12	1,982	413	4.80	1,886	349	5.40	12.6%
Totals	23,937	4,699		22,933	4,159		
Weighted Averages			**5.09**			**5.51**	**8.2%**

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After driving the same truck mile after mile and day after day, a driver gets used to the way it behaves. If DieselMax gives him more power, he may find himself using less throttle or shifting sooner to maintain the speed and acceleration he is used to. Regardless, it is outside the bell curve for this group, so let's throw it out, too.

The average fuel economy increase for the remaining 10 trucks is 7.5%. At the time of this writing, the national average diesel fuel price was $2.86 per gallon, so a 7.5% savings is over $.21. The cost of DieselMax at the time of this writing is less than $.04 per gallon. So, a 1.4% increase in fuel economy pays for the product. The 7.5% increase in fuel economy represents a 425% return on investment, which most financial advisors would consider outstanding.

Let's look at what it means to this fleet. Assuming 110,000 miles per truck per year and $2.86 diesel fuel the 12 truck fleet would use

$762,207 of untreated diesel fuel
or
$708,842 of treated fuel
+ 9,170 of DieselMax
$718,012

So the annual fleet savings is $44,195. Where else can you invest $9,000, and get $53,000 back?

Now let's look at some of the spillover benefits. Less fuel means fewer carbon emissions. Less soot means fewer re-gens and a longer lasting emissions system. More lubricity and cleanliness extends fuel system life. The trucks start easier, run smoother, and have improved throttle response.

What truck owner can review the compelling data shown in Table 1 and not want to try DieselMax?

HyTorque Lowers Temps

By: Blaine Ballentine

Dave Ferry, Millennium Motorsports, performed some testing for us in his E-Mod stock car. He had always been told that synthetic 80W-140 was needed to control temperatures in the differential. So, he was a little surprised when we suggested CenPeCo HyTorque with Red Tac SAE 80W-90 as a way to lower temperatures. He was skeptical, but was willing to test it.

We first needed a baseline for comparison, so Dave ran a 20-lap feature race with a premium brand of fully synthetic 80W-140 in the rear end. He measured 187°F.

Next, he used CenPeCo HyTorque Gear Lube Red with Temp Tac 80W-140 Synthetic Blend. Again he qualified for the 20-lap feature under similar ambient temperature and track conditions. This time after the feature race he measure 176°F in the pumpkin--an 11-degree improvement.

Dave changed to CenPeCo HyTorque with Red Tac SAE 80W-90. Again he qualified for the 20-lap feature. Ambient temperatures and track conditions were close to the previous two races. This time, the temperature in the differential measured only 132°.

CenPeCo HyTorque Gear Lube Red with Temp Tac SAE 80W-90 lowered the temperature by over 50 degrees compared with a leading brand of full-synthetic SAE 80W-140 in this high load, high speed application.

We want to thank Dave, and wish him continued success this season.

303 Hydraulic Oil

By: Blaine Ballentine

Go to your local farm store or auto parts store, or search the internet, and you will find plenty of "yellow bucket" hydraulic oils. The labels look impressive and list several specifications, and the prices are remarkably low. They will bring an early death to your tractor hydraulic system.

The specification most often displayed is John Deere 303, which was the specification recommended from 1960 to 1974. Most formulations included sperm whale oil, which was banned by the 1973 Endangered Species Act. Further, the specification is obsolete, which means the hardware from 1960 needed to run the test is no longer available. So claiming 303 is questionable in itself.

The "yellow bucket" products tend to be made with the cheapest materials. Sometimes they are "flush oils," the oil used to flush the lines when an oil company switches from manufacturing one product to the next. If the viscosity is close to 10W-30, just slap on a "303 Hydraulic Oil" label and ship it. Needless to say, yellow bucket oils are no place for modern tractor hydraulic systems.

The Eastern Texas Timber Company sued the manufacturer of Super Trac 303 Tractor Hydraulic Fluid in 2013 over the breakdown of a logging tractor[1]. The manufacturer's defense was that the product was properly labeled, but John Deere's 303 specification has not been recommended since the 1970's, and the plaintiff knowingly used it in a 2000 model year skidder.

The state of Missouri banned oils labeled only "303" in November of last year[2]. They were followed by the state of Georgia in February of this year in banning 303 oils[3].

Now class-action lawsuits have been filed in Missouri against Citgo, Old World Industries (manufacturer of Peak automotive products and others), and Smitty's Supply for deceptive practices in selling 303 oil[4].

The point is that yellow bucket oils are still prevalent, with the exception of two states. Customers should be aware that these products can damage their equipment.

CenPeCo CVT Hydraulic Oil and CenPeCo Multi-Purpose Hydraulic & Wet Brake Oil both list "303" on the label, but after John Deere J20C, which is Deere's most recent specification.

These CenPeCo products go above and beyond the most recent specifications to provide superior performance and protection in modern tractors. They do not have the low price of a yellow bucket oil, but they are certainly the better value.

References

1. "Smitty's Sued over Hydraulic Fluid," by Joe Beeton, *Lubes'n'Greases* 3/27/13, 17:52.
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4. "Class-Action Lawsuits Filed Against Tractor Supply Company, Smitty's Supply, Orscheln, CITGO, and Old World Industries for Sales of '303' Tractor Hydraulic Fluid Products," *JobbersWorld*, 7/17/18, https://jobbersworldblog.com/2018/07/17/tractor-hydraulic-fluid-class-actions-filed/

Market Matters

By Erich Haesche – New York

Most of us grew up listening to fairy tales. So here is a fairy tale to learn from. Joe was a salesman for heaters, which there were none better. Joe was a nomad, and day after day, would go out and try to sell his heaters in the desert. In all his efforts, he only sold a few per year.

Then one day, a he met a man that told him, "Go north," so Joe did just that. Joe noticed the farther north he went, the more heaters he sold. After a while, Joe couldn't keep up with all the orders, because everyone needed his heaters up north. Joe was happy and made a good living.

As lubricant salesmen, what can we learn from Joe? We need to seek people who buy quantities of lubricants frequently. That's how we make a living. In this process, we will come across a people who want five quarts of oil for their car, and two quarts for their mower, and we sell them what they need. But just selling the "home owner," we will not be able to acquire the volume of sales to make a living. We need to remember: Cen-Pe-Co is a drum company, meaning the smaller quantities support those who are buying drums.

We, as salesmen, need to seek customers where the competition is, and with confidence educate the perspective customer with the advantages that Cen-Pe-Co lubricants can provide. People who buy quantities of lubricants usually know other people who use lubricants also. As the word gets around, more and more people will want the advantages of Cen-Pe-Co Lubricants.

So let's learn from Joe: we need to go where the market is for what we are offering. As a farmer once told me, "Make every move count." In doing so, you will have a marked increase in sales over last year.

Premium Diesel Fuel

Premium gasoline costs over 50 cents more per gallon than regular gasoline. Depending on your engine, premium gasoline can provide longer engine life and better fuel economy. Many people are willing to pay up for higher octane.

Premium diesel fuel with higher cetane will prolong engine life and improve fuel efficiency.

If premium gasoline is worth over 50 cents per gallon more than regular, isn't premium diesel fuel made with a Cen-Pe-Co fuel additive worth 4 to 14 cents more than regular diesel fuel?