

# Commercial News

The Showcase for American-Made Products and Services

# USA

## Lubri-Loy: Worldwide Manufacturers of Innovative Lubricants

### An Interview with Lubri-Loy Chairman and Chief Executive Officer David Graham

**Why is this a "ground floor" opportunity, as your ad on the back cover suggests?**

Lubri-Loy has been in business for 56 years and has sold products worldwide. Our Revive, Diesel Fix, Impact Grease and HQ2000 products represent the latest standard – concentrated state-of-the-art versions of our technologically advanced products.

**Are your products environmentally friendly?**

Yes. Our products are designed to decrease harmful emissions and promote fuel economy. In fact, Lubri-Loy is distinguished for its technological advancements, and we are a partner in the EPA's SmartWay program.

**What type of support can a distributor expect from the Lubri-Loy company?**

Our distributors are our lifeline to the world. Ensuring their success is our priority, so we provide all the important tools, from training to sales material to certified test results and testimonials.

**Does Lubri-Loy allow companies to private label?**

Yes. Many companies successfully distribute our products under their own brand. We simply make our technology available to them. A company that manufactures a "finished" motor oil, for example, can add our Revive oil fortifier to it and create a "super" oil that is even more effective than a synthetic.

**What is the profit potential for distributors?**

The opportunities are endless. Imagine distributing a product that helps the environment, increases fuel savings, and reduces maintenance and downtime. Now imagine these products can be used in applications that include industrial, commercial trucking, railway, marine, utilities, automotive, agricultural and mining.

**Any final thoughts?**

Simply that we are seeking serious companies and entrepreneurs who are looking to boost their profits by taking advantage of Lubri-Loy's technically-advanced products. For more information, visit our Web site, [www.lubriloy.com](http://www.lubriloy.com)

Lubri-Loy's range of clients and customers includes industrial, commercial trucking, railway, marine, utilities, automotive, agricultural and mining.



Revive concentrate is a high-tech oil fortifier designed to improve

performance and exponentially extend the life of any lubricated industrial equipment, from engines and gear boxes to hydraulic systems, fans, and beyond. This concentrated formulation is a 100% petroleum derivative without controversial contaminants (teflon, graphite, etc.) that is diversified in usage for all oils, regardless of application to gain exceptional results and solutions.



Diesel Fix concentrate has been created to maximize diesel-engine performance. This nonmetallic diesel-fuel conditioner works to clean and maintain fuel systems and has certified proven results in significantly increasing fuel mileage as well as boosting cetane.



HQ 2000 has been designed to complement the total fuel system. This product conditions all grades of unleaded gasoline. It has been upgraded to the highest quality that can offer excellent fuel lubricity to increase efficiency regardless of the operating temperature in the upper cylinder "hot spot" area.



In combination with viscosity index base oils, Impact protects against corrosion and wear while offering resistance to extreme acid and chemical conditions. It is a grease that defies water, temperature, is non-melting, and has tremendous commercial and industrial advantages, along with normal day to day less crucial maintenance care.



The Lubri-Loy Company  
1001 Boardwalk Springs Place, Dept. CN  
O'Fallon, MO 63366 USA

TEL: 636-561-5007  
FAX: 636-561-5006  
[customerservice@lubriloy.com](mailto:customerservice@lubriloy.com)  
[www.lubriloy.com](http://www.lubriloy.com)

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**Ground Floor Opportunity With 55 Year Old U.S. Company**

## **BECOME A DISTRIBUTOR OF TECHNOLOGICALLY-ADVANCED PRODUCTS FROM THE LUBRI-LOY COMPANY**

Since 1949, Lubri-Loy has been a worldwide manufacturer of innovative lubricants, petroleum fortifiers and fuel enhancers.

**REVIVE.**

- Extends life of all moving parts
- Increases load carrying capabilities
- Maintains efficiency at extreme temps.
- Increases fuel economy

**dieselfix**

- Increases fuel economy
- Boosts cetane
- Reduces black smoke and other emissions
- Cleans dirty injectors

**IMPACT ZERO**

- Non-melting friction modifier
- Allows for high temperature usage
  - Protects against corrosion
  - Resists extreme acid and chemicals

**hq2000**

- Increases fuel economy
- Removes deposits
- Lubricates upper cylinders and valves
- Reduces exhaust emissions



**LUBRI-LOY®**  
Since 1949

FOR INFORMATION ON BECOMING A DISTRIBUTOR SEE PAGE 26  
PLEASE CONTACT US - WE PROVIDE ALL THE IMPORTANT TOOLS - FROM TRAINING TO  
SALES MATERIALS TO CERTIFIED TEST RESULTS

**The Lubri-Loy Company**

**Phone: (636) 561-5007 • Fax: (636) 561-5006**

**E-Mail: [customerservice@lubriloy.com](mailto:customerservice@lubriloy.com)**

**[www.lubriloy.com](http://www.lubriloy.com)**