



More Ethanol Related Problems!



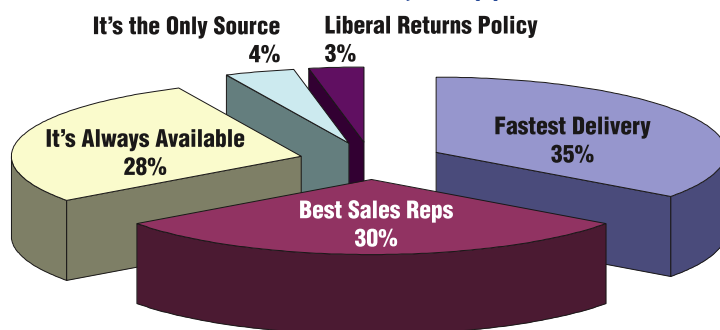
TECHNICAL UPDATE

The photograph (left) shows some of the types of ethanol damage encountered in the form of rust taken from the top of an injector tip, a rusted fuel rail and a jar of phase separated fuel.

Now that the cooler temperatures have begun, the ill effects of higher levels of ethanol have begun to show up. We have recently been asked to help solve misfire and lean conditions in a fleet of GM trucks that are so bad in some vehicles that they stop all together. Upon investigation, the fuel rails of these vehicles contain a watery contamination that affects the injectors at the end of the fuel rail opposite the fuel source first.

This contamination is water and ethanol that have separated out of the fuel. This water passes through the vehicles filtration because it is dispersed in the fuel when the fuel was warm. After the engine is shut off and cools, the water and ethanol "Phase Separate" and fall out of suspension. The reformed watery contamination is stopped by the inlet screen of the injector restricting fuel delivery. In severe cases the inside of the rail actually causes corrosion that further restrict fuel delivery. For information on the proper repair procedure for this problem please contact **Mike Hall at MHall@wellworthproducts.com** or call him at **(716) 998 8723**.

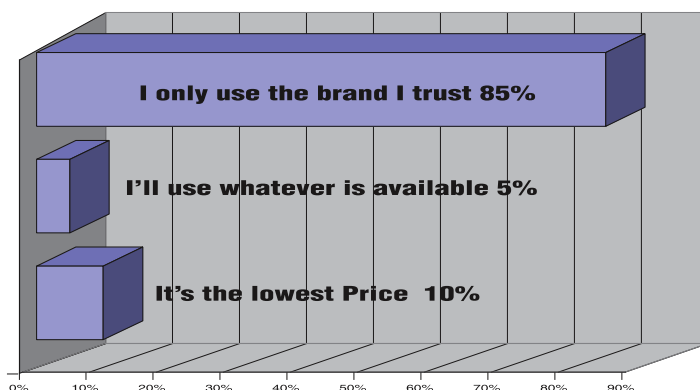
What qualities, on average, did a shop or tech look for in their major suppliers?



Ideas to take away from these numbers...people like to be sold (not serviced)! Make your sales calls fun and interesting by making yourself part of their team. Ask yourself, am I making an impact with this customer? Do I make the customer feel special by giving them regular service calls or take care of them quickly if they are out of a product? If I didn't show up tomorrow, would I be missed? Would they call looking for me? If the answers to these questions are yes, then chances are good you'll be called first over competitors.

Also, with the inventory WWP stocks and turn around time WWP delivers to distributors, you can only blame yourself if you don't have enough products in stock to make them always available for your customer. But if you're in a jam, look to us to UPS products to a customer if you are out and need to take care of them quickly. While caustic and flammable products can't be UPS'ed, many of our products can be, so if you're in a jam, give us a call and we'll see if we can help.

How do technicians choose their brand?



Ideas to take away from these numbers...people like to be sold on a brand, identify with using the brand and develop a strong loyalty to the brand. Constantly reminding your customer of the reasons you supply Well•Worth products to them makes them believe you are an indispensable supplier and an integral part of their business.

Creating Customer Loyalty

We have taken the liberty of expounding on a recent survey done by Counterman Magazine about the buying habits of the professional technician. This survey was related to the where, how and why technicians buy specific parts. When looking over this survey we saw certain common denominators that we felt transcended the parts aspect and also apply when buying chemicals. (continued in the next column)

WHAT'S NEW?



“Get Your Kicks with Kit 66” By popular demand, Well•Worth® Products is proud to announce a single sized battery service kit **WW66K** containing our ever popular Battery Pads and Single sized **Kleen-Seek™** with a pump sprayer. This single sizing of **Kleen-Seek™** is a direct result of a suggestion from **Ben and Greg** at Carolina Well•Worth®. Thanks Guys and keep those ideas coming!

As winter approaches, we always get some requests about starting fluid, IPA dry gas and Windshield Washer Solvent. After careful consideration, we have decided to permanently discontinue our **Fire-Up™** starting fluid. We will be bringing in a high quality starting fluid, to assist distributors for their occasional requests. We also aren't planning on bringing in our **Pro Dry™**, but will source a quality product if needed. Our **Well Wipe™** windshield washer solvent concentrate has always been a popular seller throughout the year and we will continue to offer this product. We recommend concentrating on selling our diesel products as the new winter chemicals, and **One-4-All™** and **Octi-Plus™** for problems related to E-10 fuel and water.

We will now be offering our **eFlush™** Engine Oil Cleaner in a convenient 1 quart size in addition to our 16 oz. and gallon containers. The new size will treat up to 12 quarts of oil and is designed for larger engines (diesel trucks, buses, etc.) and multiple small engine flushes. The new **eFlush™** quart will be available soon and the part number to ask for is #801532.

Starting early October we will be including stickers for you to apply to all **One-4-All™** bottles you sell. **One-4-All™** works in all fuels, not just diesel fuels, and since our current label only talks about diesel fuel, our current package isn't helping in your efforts to sell this product everywhere you can. As soon as current inventory is depleted we will permanently change this label, but in the meantime we hope this helps your sales.

For use in all fuels: Gasoline, Diesel, Bio-Diesel, Home Heating Oil and Waste Oil. PREVENTS PHASE SEPARATION IN E-10 GASOLINE.

We are upgrading our Works detail line quart size container with a new glossy carafe style bottle for any of our liquid products or products that are sprayed (car soaps, coatings, scents, dressings and all purpose cleaners). All our polishes, waxes and compounds will now be in an attractive glossy cylinder quart bottle.



Hope to see you there!

Please let us know if you will be visiting the **AAPEX Show** this year in Las Vegas. There are still a lot of great hotel and air deals available for that first week in November. Come visit us at **booth #2275** or make plans for a personal meeting before or after the show. The actual dates of the show are November 3rd, 4th and 5th.



Viva Las Vegas!