

THE GUSHER

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Archer Sales Up 5%!

The Archer sales year runs from August 1st to July 31st. In our just completed year we experienced a 5% increase in sales! We would like to thank all of our Distributors, FS Members and Dealers for achieving this goal! That is an outstanding accomplishment in a year of unprecedented price increases and market instability. This proves that during uncertain times people want quality products. In the long run, quality pays off! THANK YOU!



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ARCHER ANNOUNCES NEW FULL SYNTHETIC HEAVY DUTY DIESEL ENGINE OIL

Archer Gold Synthetic 5W-40

Archer Gold 5W-40 is a full synthetic engine oil for heavy duty diesel engines. This oil meets and exceeds performance level requirements of API CJ-4/SM and OEM standards. This new engine oil enables fleets to capture significant long-term cost efficiencies, while maximizing equipment performance and protection.

Formulated with advanced additive technology, Archer Gold Synthetic 5W-40 surpasses the higher performance demands of modern engines equipped with advanced emission control technologies and exceeds API CJ-4 requirements for model year 2007 and newer diesel engines.

Fully backward compatible to protect older engines as well, it withstands the stress of heat, soot and acids to prevent deposits, wear and corrosion and it outperforms best-in-class conventional SAE 15W-40 oils. In fact, no engine oil exceeds the performance of Archer Gold Synthetic 5W-40.

This product protects and performs in all seasons. It safeguards engines under extreme heat equal to or better than a typical SAE 15W-40 and will provide significantly better protection in cold temperatures, especially at start-up. This is a particularly important period during which an engine can be damaged if oil fails to reach the right operating pressure and all critical lubrication areas quickly.

Benefits of Archer Gold Synthetic 5W-40:

- Outstanding wear protection
- Extended drain intervals
- Improved fuel economy
- Stay in grade, high shear stability
- Excellent soot dispersency
- Enhanced low temperature pumpability

Archer Gold Synthetic 5W-40 meets or exceeds the requirements of:

- API CJ-4/SM
- DDC 93K218
- Mack EO-O
- Caterpillar
- Cummins CES 20081
- Man 3275
- ACEA E7-04
- Global DHD-1
- Volvo VDS



ARCHER UNI-FLUID XP & LOW-TEMP UNI-FLUID XP

Regularly scheduled maintenance on today's high-priced equipment is a vital part of the performance and longevity of farm tractors. While most owners do a great job of maintenance on the engines, they neglect one of the most important components in their tractors and that is the transmission and hydraulic system. When the operator pulls the dipstick on the transmission and hydraulic fluid, the appearance of the oil can be misleading. Since the oil is not subjected to the same conditions as a diesel engine oil, it appears clean. However, through Archer's Oil Analysis Program, contamination can be detected. Contamination can be in the form of dirt or water. Either one creates wear and reduces component life. Archer's Uni-Fluid XP and Low-Temp Uni-Fluid XP are "beefy" lubricants, but dirt and water interfere with lubrication and can reduce the life of the transmission and hydraulic system. Another factor that goes undetected by the human eye is the protection provided by the additive package. Again, the appearance of the oil does not tell the whole story. Additives provide anti-wear protection, oxidation inhibitors and friction modifiers to insure that the transmission and hydraulic system performs properly. Excessive heat is a major factor in reducing the effectiveness of the additive package. Archer's Oil Analysis Program can also be used to learn the effectiveness of the additive components within the transmission and hydraulic fluid.

Based on calculations done by Larry Williams, Archer's technical support person, our customers are changing transmission and hydraulic fluid only once to every 13 engine oil changes. This figure was arrived at by calculating the sales of Archer Arpeco 15W-40 compared to Archer Uni-Fluid XP and Low Temp Uni-Fluid XP. Based on these comparisons, it is very obvious that our customers are not changing their transmission and hydraulic fluid often enough. If the engine oil drain interval averages 125 hours, this would mean that they change transmission and

hydraulic fluid every 1,625 hours. If the average tractor is used 300 to 400 hours per year, this calculation tells us that the transmission and hydraulic fluid is changed only every 4-5 years! Many manufactures will recommend changing the fluid every 800 hours or once a year.

Larry recommends changing transmission and hydraulic fluid once a year. This would be an excellent maintenance practice. Changing every 2 years would be acceptable IF good service records are kept and the hours of service do not exceed the manufactures recommendation. The other variable is if the tractor is used in the winter months, the transmission and hydraulic fluid should be changed every year due to moisture resultant from condensation.

Do your customers a favor, talk to them about the protection that Archer Uni-fluid XP and Low Temp Uni-Fluid XP can provide! Also explain the benefits of using the Archer Oil Analysis Program not only on engine oil, but to check their transmission and hydraulic fluid. Archer provides this valuable service to our customers at no charge. We believe that Archer offers the best products available and backing that up with the Archer Oil Analysis Program can't be beat! Contact you customers and let them know that you can be a big help to them in their overall maintenance program by offering them the peace of mind of using Archer products and the Archer Oil Analysis Program!



WINTER STORAGE TIPS FOR ENGINES & EQUIPMENT



One of the most neglected areas of engine and equipment maintenance is preparing that equipment for winter storage. How that engine or equipment performs next season will depend to a great extent on how well it's "put to bed" over the winter. Listed below are a few tips on "what to do" and "why to do it" before the cold winter months hit.

- Change oil and filters in all engines. Acids created by the burning of diesel fuel and moisture can cause bearing damage over several months of storage.
- If engines will be stored outside, cap the exhaust pipes and the air intakes to keep moisture out. Even if engines are stored inside, it's still a good idea to cap both the exhaust and air intakes to keep out mice.
- Keep the tire pressure up to the maximum. If you think any tires could go flat over the winter, block it up. A piece of equipment sitting with a flat tire over a long period of time can damage the cords and sidewall.
- Be very careful when using a pressure washer on your equipment before putting it in storage. Water can get into the sealed bearings and cause rust that will in turn cause bearing failure. If you do use a power washer on your equipment, run that equipment after washing an adequate amount of time to get rid of any trapped water.
- Grease all bearings, and then run the machine for a few minutes. This will ensure adequate lubrication to all parts of the bearings.
- Store equipment with remote hydraulic cylinders in the retracted position. This protects the shaft from rusting. If you have equipment that you must leave the cylinder extended, coat the shaft with grease or spray it with AP-16X.

So, add lots of fresh oil and grease, block up the tires where needed, make sure you get rid of all moisture and paint any exposed metal surfaces to prevent rust. Take good care of your equipment and it will pay off next season!

What's New?

We have made several additions and changes to the Archer product line to provide our customers with the products they need in the containers that they can best utilize.

Archer Premium Arpeco 15W-40

Containers:

- 5 Gallon pail
- 30 Gallon drum
- 55 Gallon drum

New: 12/1 Quarts per case and 6/1 Gallons per case

**Archer Super Cleaner II
Degreaser & Parts Washer
Concrete & Tile Sealer**

Containers:

- 2/1 Gallons per case
- 55 Gallon plastic drum

New: 5 Gallon pails

Archer Gold Lubri-Shield #0 (Winter)

Containers:

- 40/14 oz tubes per case

New: 35# pails, 120# kegs and 400# drums

Changes

Our two high performance oils have been improved with increased amounts of the anti-wear agent zinc. We have increased the amount of zinc in High

Torque 20W-50 and Competition Plus from 1,000 PPM to 1,500 PPM. This increase will help protect these expensive engines from excessive wear and insure longer engine life.

After extensive field testing, we are changing the application rate of Archer Soy Guard Plus. We are now recommending a treat rate of 1 Gallon Soy Guard Plus to 400 Gallons of diesel fuel. This product provides lubricity to protect diesel fuel system components, plus provides a cetane boost of 4-5 points. This will be a running change so the labels may have the old treat rate.