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Avalux

The Proven Heating Oil Additive



Full Service is not enough.

For about 1/2 cent per gallon, you can be a **FULL-QUALITY** company.

Call 888-584-2422 to order Avalux or to schedule a consultation



Reduce Fuel-Related Service Calls by Almost 60%

Reduce Demands on Service Technicians

Increase Customer Satisfaction

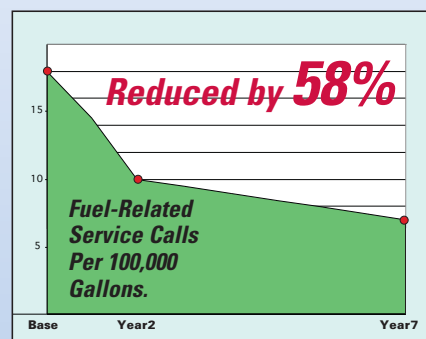
Create a Powerful Tool to Market Your Heating Oil

Avalux

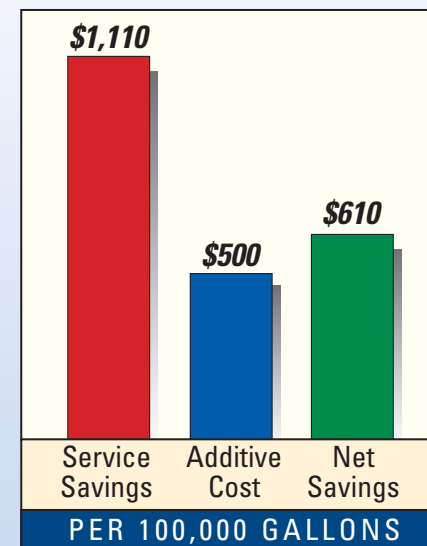
The Proven Heating Oil Additive

Proven to Reduce Service Calls

Avalux was developed by a major oil company and Octel Starreon, a leading manufacturer of fuel stability additives. Its performance was field-tested over several years by a prominent Connecticut heating oil retailer. Prior to using Avalux, this retailer experienced 19.1 fuel-related service calls per 100,000 gallons of heating oil delivered. After two years of using Avalux, their fuel-related service calls were at 10.4, a 45% reduction. After, seven years, fuel-related service calls were down to 8.0, a reduction of 58%.



... And Save You Money!



Because of Avalux, the Connecticut retailer ultimately experienced 11.1 fewer fuel-related service calls per 100,000 gallons delivered. If the cost of a fuel-related service call is \$100, the savings from 11.1 fewer service calls is \$1,110 per 100,000 gallons. The cost to additize 100,000

gallons is \$500 (one half cent per gallon of heating oil).

Net Savings is \$610.

On-Truck And Bulk Plant Additive Injection Systems Are Available.

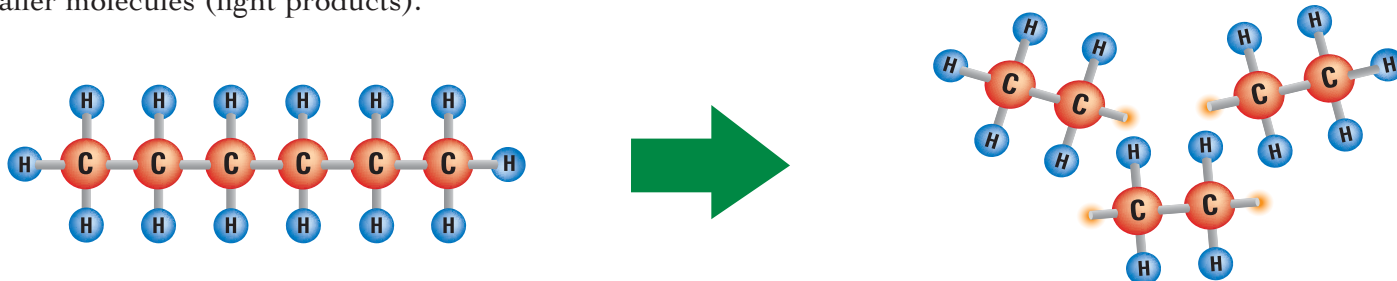
• **Call 888-584-2422 to order Avalux or to schedule a consultation** •

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The Proven Heating Oil Additive

Why is fuel quality so poor?

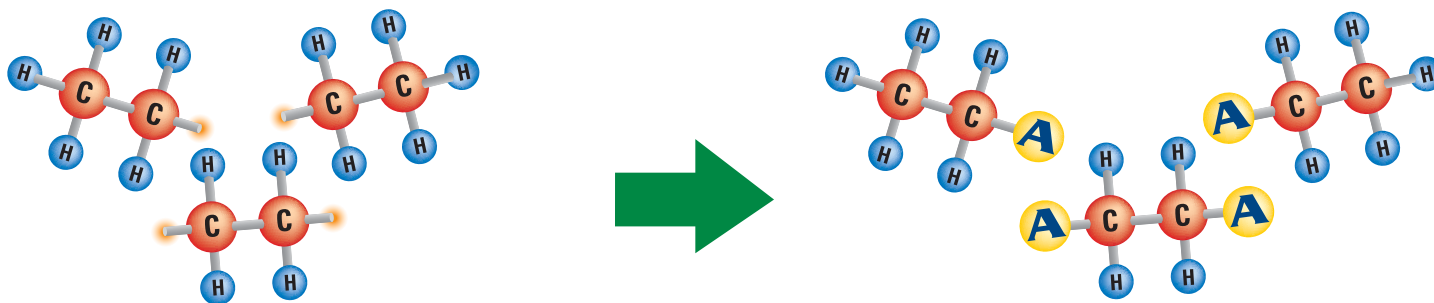
During the last 30 years, no new refineries have been built in the United States. Therefore, it's been a challenge to supply increasing demand for gasoline, diesel, heating oil, etc. All U.S. refineries have implemented a **cracking** process to help meet this challenge, wherein large hydrocarbon molecules (heavy oils) are cracked apart to form smaller molecules (light products).



Cracking substantially increases the volume of light products produced from crude oil. However, cracked molecules are unstable, because their cracked bonds are chemically reactive. Over time, during transportation and storage, many of the unstable molecules will recombine and clump together. The end result is sludge in fuel in storage tanks, which can clog filters, strainers and nozzles, resulting in fuel-related service calls.

How can heating oil retailers improve fuel quality?

Avalux heating oil additive is extremely effective in stabilizing cracked molecules, by disabling chemically reactive bonds. This prevents cracked molecules from recombining and forming sludge.



The superior dispersant used in **Avalux** removes existing sludge **gradually**, dissolving it into tiny particles that will pass through the fuel supply system and burn away. **Avalux** does not "shock" existing sludge.

Avalux Components:

Fuel Stabilizer: Minimizes fuel degradation and sludge formation.

Dispersant: Gradually dissolves sludge and disperses water, to retard bacterial growth.

Detergent: Cleans the fuel supply system, including nozzles.

Corrosion Inhibitor: Protects storage tank from rust and corrosion.

Metal Deactivator: Keeps metal particles in fuel (especially copper) from causing detrimental chemical reactions.

• **Call 888-584-2422 to contact the exclusive Avalux Supplier** •

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The Proven Heating Oil Additive



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Increase Customer Satisfaction

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