

Choice

We all want choices. Having a choice for additive supply allows you to evaluate:

The person representing the supplier.

- Do they have the experience?
 - Steve Boracchia serves your area and has 30 years in refining, terminal and end user fuel manufacturing and marketing. He also has experience in lubricants, where he served eastern Pennsylvania as a sales engineer at Mobil Oil. Steve's experience far exceeds any currently available from other local additive companies. **Why not put his experience to use in your company?**
- Can they **use their experience to help** you succeed?
 - Steve has a history of personal sales calls with sales reps, conducting seminars, solving customer problems, and developing new products in his career – you will never be alone when questions arise.
- **Can they represent you well**, working with concerned customers when issues arise so you keep the gallons you worked so hard to grow?
 - Many of you already know the answer to this question. Of course, Steve can.
- **Are they honest**; can you be sure they have your best interest at heart?
 - As a Naval Academy graduate, Steve lives by the phrase, "leadership is doing what is right regardless of the consequences to yourself". Truth matters!

What about **the company** supplying your company?

- Do they have the **latest technology**?
 - ET Products LLC offers the latest detergent, lubricity, gasoline and heating oil additives and custom blends cold flow improver packages in their proprietary manufacturing plants. This allows great flexibility.
- Can they **custom blend** products specifically for your application?
 - Yes, ET Products LLC does that all the time.
- Can they **optimize your product/program** or are they using a "one size fits all" product for your company?
 - ET Products LLC has the flexibility to manufacture small and large batches, so you get the most concentrated products available.
- Do they **own their manufacturing facilities**, thereby eliminating the chance they will run out due to an unforeseen circumstance?
 - ET Products owns two proprietary plants, one in Bremen, IN and one in Cincinnati, OH. Both are just a short drive from the east coast. **Secure supply.**



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Our Survey Offer

In the spirit of choice, ET Products LLC is offering you an additive program survey. When your competition has the same products, how do you differentiate? Are you being treated fairly by a supplier that also sells to your competition?

If you are interested, we will conduct a survey and evaluate your current additive program. The goals of the survey will cover the following:

- *Is your product(s) a custom package that is concentrated and cost effective or is it a "one size fits all" dilute package?*
- *Is the additive chemistry the most effective for the intended purpose?*
- *Are there newer, more effective products available?*
- *How do you ensure that proper treat rates are maintained; has your additive rep been silent or he/she monitoring usage to ensure the proper rates are used?*
- *Injection equipment inspection and calibration will be evaluated.*
- *Is your sampling program set up to monitor the right parameters?*

A report with recommendations will be provided when complete. Want to know more? Please call me at 610-704-5762 or email at sboracchia@etproducts.com.

Thanks for looking!

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