



**BELL**  
PERFORMANCE



# New Client Onboarding

Client Name

January 2014



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## Our Guide to Faster Sales Success

The Bell Performs 360 Partner On-Boarding Guide is a valuable resource to support new Bell Performance strategic partners. It's part of Bell's Commitment: to provide a full line of products and services specifically designed for your customers' needs—and sales incentives that reward and extend your efforts.

The On-Boarding Guide provides easy access to resources with well-organized content under the areas of Products, Sales & Marketing Support, and Profitability, along with helpful guides to show exactly what you need to do, and when, to help you build a profitable fuel/lubricant treatment line quickly.

With this philosophy as our guide, we offer Bell Performs 360. We are committed to delivering a benefits-rich program with the resources you need most to increase your revenues, expand your product offerings to your existing customer base, and develop a new product line that attracts and delivers new customers

- **Products:** Bell's broad portfolio of fuel/lubricant products to meet your customers' needs
- **Support:** Valuable tools, training, and support to help you sell and deliver solutions that build customer loyalty
- **Profitability:** A variety of high margin solutions that can quickly increase your profits





- Bell Performance:
  - **Dan Bordui**-*Account Manager*: Responsible for coordination of all strategic and tactical components of dealer partnership. Manages client relationship and acts as interface between partners always dedicated to increasing sales and profitability for both parties.
  - **James Dunst**-*Training & Mechanical Support*: Fuel diagnostic services, separates engine mechanical issues from fuel issues, ongoing dealer training to ensure the correct product and treatment protocols.
  - **Eric Bjornstad**-*Chemical Formulation Specialist*: Provides technical information and answers, both written and verbal, to questions concerning any/all aspects of how and why the products work.
  - **Joyce Marah**-*Account Services*: Customer support, order processing, credit card payments, billing and accounts receivable.
  - **Demetrus Thompson**-*Account Administrator*: Supports overall account management focused on helping organize and execute customer support and service.





# Team Training





[Home](#) [Shop](#) [Consumer Solutions](#) [Commercial Solutions](#) [Blog](#) [About](#) [Resources](#) [Contact](#)



## BELL PERFORMS 360 - YOUR HOME PAGE FOR RESOURCES & SUPPORT



- Available exclusively to our Strategic Partners 24 hours a day, 7 days a week, 365 days a year. Access includes:

- Training Documents
- Sales & Marketing Support
- Video Library





## Fuels Overview

- Diagnostic training to differentiate between mechanical and fuel problems
- Relationship of fuel to engine breakdowns and problems

## Ethanol & Gasoline Training

- Octane overview: why it is needed and why does it matter?
- Understanding the three ethanol blends of gasoline sold today: E10 E15 & E85
- Understanding the three critical problem areas with ethanol: water absorption, corrosion and lost power
- Problems created by using ethanol blended gasoline in two cycle engines

## Diesel Training

- Cetane overview: what it does and why does it matter?
- Diesel and ULSD overview (NEW TOPIC)
- Bio-diesel overview: benefits and problems





# Market Overview

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## Major Fuel Problems

- Cold weather handling of diesel fuel: problems and how to prevent them
- Decreased fuel mileage: causes and solutions
- Problems and solutions for long term storage of gasoline and diesel fuel
- Microbial growth problems: ULSD and other contributing factors

## Market Comparisons

- Understanding how competitor's products differ from ours

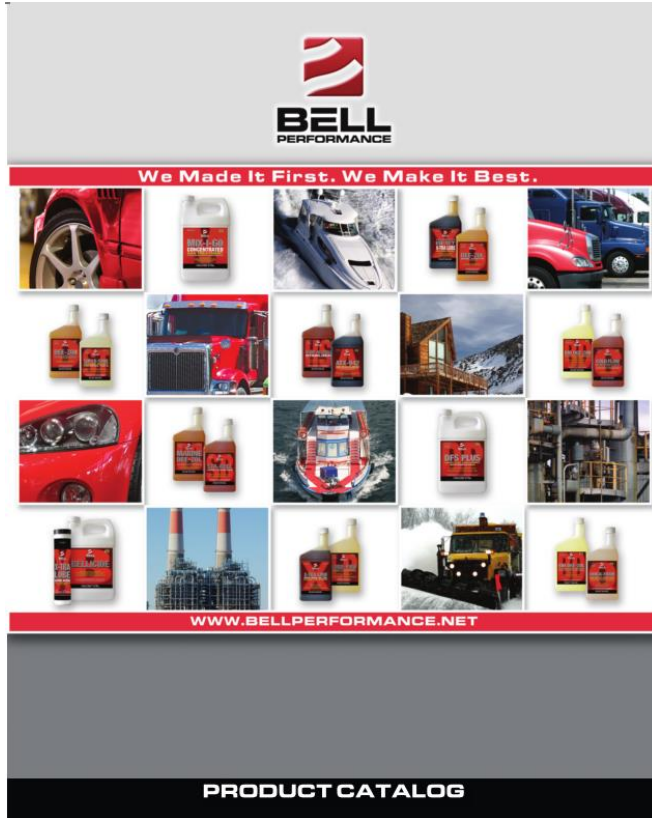






# Products & Talking Points





- Products Include:

- Dee-Zol
- Ethanol Defense
- Bellicide
- DFS Plus
- Super-Tane



# Quick Reference Guide



**Why Bell Performance?**

1. Bell invented the first fuel additive in history.
2. Bell has been solving fuel problems for over 100 years.
3. Bell only makes commercial grade fuel treatments.

Everything  
You Need to  
Know  
at a  
Glance

**BELL**  
Quick  
Reference  
Guide



**BELL**  
PERFORMANCE  
WE FIX FUEL

- Everything You Need to Know at a Glance
  - Sales Agents
  - Customer Service Representatives
  - Field Technicians





## Talking Points: Dee-Zol

- Product Benefits & Related Components in Dee-zol Formulation

What benefits will users experience with Dee-zol and what elements of the product formulation contribute to providing these benefits?

1. In many cases additional miles or hours of operation: Combustion improver and detergents
2. Increases cetane rating thereby improving performance: Cetane improver to raise fuel cetane rating 1-2 pts
3. Cleans combustion chamber and injectors: Multiple detergent packages
4. Use to control water to reduce chances of microbial growth: Water controllers
5. Stabilizes fuel, extending fuel life: Fuel stabilizers and antioxidants
6. Conditions seals & adds lubricity: Top cylinder lubricant
7. Reduces black smoke emissions and extends DPF life: Combustion improver lessens black particulate combustion matter





## Talking Points: Dee-Zol

- Questions **FOR** Your Customers

Questions to ask your customers to offer the best solution for them:

1. Do you want to maximize & protect your fuel purchase?

- Dee-zol protects diesel fuel and enables diesel users to get the most from their fuel.
- Contains stabilizers and water control agents to protect stored diesel fuel quality
- Combustion improver and detergents in the formulation enable diesel engines to get the most use and performance from diesel fuel

2. Are you storing fuel for extended periods of time?

- Dee-zol contains stabilizers and fuel anti-oxidants to protect and maintain stored diesel fuel quality

3. What specific problems are you having?

- Poor Fuel Mileage – Dee-zol can improve fuel use in diesel engines by 3-5% through a combination of improved fuel combustion and detergency for essential engine areas.
- Fuel Injectors Performance – Dee-zol contains highly effect injector detergents to keep fuel injectors clean, which is essential to optimal diesel engine performance.
- Fuel Filter Plugging – most likely caused by microbial growth from water in fuel. Regular use of Dee-zol removes accumulated water to lower risk for microbial growth in fuel.
- Black Smoke & DPF Filter – Dee-zol significantly reduces black smoke through optimal combustion of diesel fuel. Less black smoke leads to lower particulate levels filling the DPF, leading to improve & extended service intervals.





## Talking Points: Dee-Zol

- Questions **FROM** Your Customers

Questions your customers may pose to you:

1. Why is Dee-zol better than other diesel fuel treatments?
  - It does more with a lower treat cost than most fuel treatments.
2. How much mileage improvement can I expect from using Dee-zol?
  - Every situation is different and fuel mileage can depend on things like driving habits. Most customers expect 3-5% improvement. Less than 1% mileage improvement is enough to pay for the fuel treatment.
3. How quickly does Dee-zol work?
  - The detergents in Dee-zol work over time, depending on how dirty the engine is. The other actives in the product – lubricity, cetane improver, combustion improver – work with the first tankful of fuel.





## Talking Points: Dee-Zol

- Treatment Tips & Recommendations

1. Add every time you fuel
  - Works best with regular use
2. Applying to storage tanks
  - Add product before new fuel to ensure proper blending
3. Applying to vehicle fuel tanks
  - Add to fuel tank before each fill-up

- Treat Ratios: How much to use?
  1. 1 oz: 10 gallons
    - 1 gallon: 1280 gallons
  2. Cost-effective concentration
    - Treat cost less than 10 cents per gallon, typically much less than other treatments that do less
    - Comparative treat cost specifics?

- Competitive Comparison

- Cal 5
- Diesel Mate
- Power Service
- Pri-D
- Standyne
- Lucas





- Product Benefits & Related Components in Ethanol Defense Formulation

What benefits will users experience with Ethanol Defense and what elements of the product formulation contribute to providing these benefits?

1. In many cases, additional mileage or hours of operation: Combustion improvers and detergents
2. In most cases, eliminates need for higher octane fuel: Combustion improver which slows down the burn of the fuel
3. Counteracts the corrosive effects of ethanol: Fuel-soluble protectant
4. Controls water to reduce phase separation: Water controllers and absorbers with no alcohol
5. Stabilizes fuel, extending fuel life: Fuel stabilizers, antioxidants and water controllers
6. Detergency to clean fuel injectors, combustion chambers and remove ethanol-related deposits: Detergent package







- Questions **FOR** Your Customers

Questions to ask your customers to offer the best solution for them:

1. Do you want to maximize & protect your fuel purchase?
  - Ethanol Defense protects ethanol fuel in storage and enables users to get the most from their fuel.
  - Contains fuel stabilizers to protect stored ethanol fuel quality, along with water absorbers to minimize phase separation problems.
  - Combustion improver and detergents in the formulation enable gas engines to get the most use and performance from ethanol fuel.
2. Need to protect your engines from ill-effects of ethanol?
  - Ethanol Defense contains a fuel-soluble protectant that protects rubber and plastic parts from ethanol solvency damage.
3. Are you storing ethanol fuel for extended periods of time?
  - Non-alcohol water absorbers delay phase separation in stored ethanol fuels.
  - Fuel stabilizers protects ethanol fuel from oxidation instability in storage.
4. Bad seals, gaskets & fuel lines
  - Ethanol Defense will protect seals and gaskets and fuel lines from further damage.
5. Carburetor Problems
  - Ethanol Defense protects metal parts from corrosive effects of ethanol





- Questions **FROM** Your Customers

Questions your customers may pose to you:

1. What makes Ethanol Defense better than other ethanol treatments?
  - It does more with a lower treat cost than most fuel treatments. Unlike most other ethanol gas additives, it controls water and protects against ethanol damage without alcohol.
2. How much mileage improvement can I expect from using Ethanol Defense?
  - Every situation is different and fuel mileage can depend on things like driving habits. The manufacturer typically cites an 8-12% improvement. Older cars get better improvement than newer cars. Less than 2-3% mileage improvement is enough to pay for the fuel treatment
3. Can I use Ethanol Defense at every fill-up or is it recommended for periodic use only? Is it harmful to over-treat?
  - It's recommended to use it every time you fill up with fuel and NO you can't over-treat.
4. How do I know this is safe for my engine
  - Ethanol Defense is EPA-registered, which means its formulation is approved for use in fuel. The EPA registration also means there's nothing in Ethanol Defense that is not chemically similar to the fuel you already use. Thus, its safety is guaranteed.





- Treatment Tips & Recommendations
  1. Add every time you fuel
    - Works best with regular use
  2. Applying to storage tanks
    - Add product before new fuel to ensure proper blending
  3. Applying to vehicle fuel tanks
    - Add to fuel tank before each fill-up
- Treat Ratios: How much to use?
  1. 1 oz: 10 gallons
    - 1 gallon: 1280 gallons
  2. Cost-effective concentration
    - Treat cost less than 15 cents per gallon, typically much less than other treatments that do less
    - Comparative treat cost specifics?
- Competitive Comparison
  - Seafoam
  - Sta-Bil Ethanol
  - Star Tron





- Product Benefits & Related Components in Bellicide Formulation

What benefits will users experience with Bellicide?

1. Kills completely at fastest rate
2. Maintain kill effect for a longer period of time than most biocides
3. Works effectively in both fuel & water phases
  - This is important to ensure the biocide product isn't rendered ineffective by reacting with any water in the fuel.
4. Requires low treat rates
5. Provides best overall cost efficiency among biocide product





- Questions **FOR** Your Customers

Questions & Answers to determine if your customers need to treat with a biocide.

Are you having any of these symptoms or problems with your fuel or your equipment running on that fuel?

- Clogged fuel filters (more than usual)
  - Water detection in storage tank
  - Increased fuel burn (sudden and unusual rise in fuel consumption)
  - Frequent cleaning or replacement of injectors
  - Fuel discoloration
  - Foul odor
  - Black exhaust
- The first two (clogged filters/detection of water) are most important. The final five are secondary symptoms associated with microbial fuel contamination.





- Questions **FROM** Your Customers

Questions your customers may pose to you about Bellicide and biocide use:

1. Why do I need a biocide if I have a microbe problem?
  - A microbe problem will only be solved if you add something (a biocide) to the fuel that kills the organisms.
2. If I have a microbe problem, can I solve it by simply removing water from the tank?
  - Removing water will not kill the microbes. It will only cause them to become "dormant". Once water develops again in the tank, the microbe problem will continue.
3. Can I add Bellicide directly to a vehicle fuel tank?
  - It is not legal to add Bellicide directly to a vehicle fuel tank. Instead, simply add Bellicide to a small amount of fuel in a gas can, and then dispense into your vehicle or equipment fuel tank.
4. How long does Bellicide take to work?
  - Bellicide kills as quickly as any biocide chemistry on the market. The specific amount of time depends on the level of microbial contamination.
5. How long does Bellicide last in the fuel?
  - Bellicide continues to kill microbes in fuel for up to four weeks. Its effective killing period lasts longer than most biocides on the market.
6. How often do I need to treat my fuel with Bellicide?
  - To kill an existing microbe problem, many times only one treatment is needed. We recommend ATP microbial testing to determine if microbial levels have been reduced below problem thresholds. We also periodic treatment to prevent re-establishment of microbes in the future. Quarterly treatment of fuel tanks is a typical recommendation.
7. How do I apply Bellicide for best effectiveness?
  - See guidelines listed under Treatment Tips & Recommendations





### ■ Treatment Tips & Recommendations

1. Use Shock Dosage to kill existing microbe problems.
  - Add enough Bellicide to treat a full tank of fuel, then add additional fuel until tank is full. This will ensure the kill of dormant microbes on tank walls above the fuel line.
  - You will still need to filter the fuel after treatment, to remove dead microbes
  - Circulate and/or aerate the treated fuel to ensure complete mixing of Bellicide with fuel
  - After circulating, let treated fuel settle for 8 hours in fuel tank before use
2. Use Maintenance Dosage every 3 months to prevent future infestations
3. After treatment, you may have to change fuel filters a few times until all dead bacteria & fungus residue is removed
4. If water is present, recommend tandem treatment with Bellicide and DFS Plus products.

### ■ Treat Ratios: How much to use?

1. 1oz: 10 gallons
  - 1 gallon: 1280 gallons
2. Cost-effective concentration
  - Treat cost less than 15 cents per gallon, typically much less than other treatments that do less
  - Comparative treat cost specifics?

### ■ Competitive Comparison

- Kathon FP1.5 (isothiazolinone)
- BioBor JF (diborinane)
- Pri-ocide (carbamate)





- Product Benefits & Related Components in DFS Plus Formulation

What benefits will users experience with DFS Plus?

1. Removes water from fuel

- Absorbed water phase into the fuel, enabling it to pass through injectors and be burned with the fuel.
- Removing water from fuel reduces fuel instability and future chances of microbial growth.

2. Extends fuel storage life by reducing effects of water on fuel stability in storage

- Exposure to water over time causes chemical reactions that shorten fuel storage life and degrade its quality.







- Questions **FOR** Your Customers

Questions to determine if your customers need to treat with DFS Plus.

1. Are you storing fuel for extended periods of time?
  - Stored diesel fuel and ethanol fuel inevitably acquire water phases through atmospheric condensation. Therefore, stored fuel typically has water presence that should be “cleaned up” with use of DFS Plus.
2. Do you detect water in your storage tank?
  - If so, DFS Plus is strongly recommended to prevent development of costly problems.
3. Do you know how to detect water in a storage tank?
  - Use water-finding paste to “stick” the storage tank. The water paste will change colors when in contact with water.





- Questions **FROM** Your Customers

Questions your customers may pose to you about DFS Plus & water control:

1. What may happen if I have water in my fuel and I do not get rid of it?
  - Several unsatisfactory possibilities:
    - Microbial infestations
    - Injector damage
    - Higher fuel instability
    - Phase separation in ethanol blends
2. Can I add DFS Plus directly to an engine fuel tank?
  - Yes.
3. How quickly does it absorb water?
  - It absorbs water on contact.
4. How often do I need to retreat with DFS Plus?
  - In reality, retreatment schedules depend on how serious the water buildup problem is in your area. For most customers, treatment every 3 months in stored fuel is satisfactory. For excessive environments such as marine environments, it may be worthwhile to retreat monthly.
5. Does it contain alcohol? Is it safe for my equipment?
  - DFS Plus contains no alcohol and is EPA-registered, strongly indicating its safety in all types of engines.





- Treatment Tips & Recommendations

1. Add when water present is present in fuel tank (confirm with testing)
2. Add directly to fuel and circulate for best product function
3. If symptoms of microbial presence are also apparent (i.e. increase in filter clogging rate), recommended tandem treatment of DFS Plus with Bellicide.

- Treat Ratios: How much to use?

1. 32oz: 250 gallons
  - 1 gallon: 100 gallons
2. For severe water contamination, it is safe to double or triple the dose

- Competitive Comparison

- N/A





## Talking Points: Super-Tane

- Product Benefits & Related Components in Super Tane Formulation

What benefits will users experience with Super Tane?

1. Raises cetane rating of fuel, thereby improving performance. Improved cetane rating in fuel also gives the following benefits:
  - Reduces engine noise
  - Reduces black smoke
  - Improves cold weather starting





## Talking Points: Super-Tane

- Questions **FOR** Your Customers

Questions & Answers to determine if your customers need to treat with Super Tane.

What kind of problems may indicate a recommendation for Super Tane?

- A. Any of the following:
  - Excessive engine noise
  - Rough running and rough engine operation
  - Unsatisfactory cold weather starting
  - Lack of power, especially when under load or going up inclines
  - Excessive black smoke





## Talking Points: Super-Tane

- Questions **FROM** Your Customers

Questions your customers may pose to you about Super Tane and use of cetane improvers:

1. How does Super Tane improve a problem of rough or noisy engine operation?
  - An engine may run “rough” or with excessive noise if the diesel fuel's cetane value isn't high enough for what the engine requires.
2. How does Super Tane improve cold weather starting?
  - Diesel fuel with higher cetane ratings will start easier in cold weather.
3. If I don't have noticeable diesel engine operating problems like those you've described, and I'm already using premium high-cetane diesel fuel, should I add Super Tane and get even more benefit?
  - Under these conditions, we would not recommend Super Tane. It would not harm your engine but you would not get the benefits you're thinking of, and we only want to sell you something that meets your expectations.





- Treatment Tips & Recommendations
  1. Add every time you use fuel. It only gives its benefits to your engine when it is in the fuel being burned (i.e. there's no residual effect).

- Treat Ratios: How much to use?
  1. 32oz: 250 gallons
    - 1 gallon: 100 gallons
- Competitive Comparison
  - N/A





# Sales Support







## Do You Want Fries with That?

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Your company is in the business of selling fuel and has forged many strong relationships over the years. Maximize your relationships and create new sales opportunities with a simple upsell:

### Approach:

With EVERY fuel sale or product inquiry, consider your product training for Dee-Zol and Ethanol Defense. Ask the simple questions, uncover needs and make recommendations accordingly.

### Benefits for Your Customers:

- Protects their fuel investment
- Protects their equipment
- Reduces costs
- Helps solves problems



**A Vast Majority of Engine Problems are FUEL Related**



# Welcome to Bellicide Beach



Capitalize on the massive problem of microbial infestation in your customer's generators & fuel storage tanks. Over 90% of the tanks we test are infected and you have the cure:

## Approach:

For EVERY customer with on-site fuel storage. Consider your product training for Bellicide. Ask the simple questions, uncover needs and make recommendations accordingly. Remember to offer complimentary testing to all your customers.

## Benefits for Your Customers:

- Protects their fuel investment
- Protects their equipment
- Reduces costs
- Helps solves problems



**Fuel Infections are the Most Common Reason for Equipment Problems**



# PremiumED Treated Ethanol Fuel



Government mandated ethanol fuel is wreaking havoc on engines these days leaving many folks searching for non-ethanol fuel. However as supplies diminish prices will continue to rise and as regulations tighten it is foreseeable that non-ethanol fuel will not be available in the near future.

## **Approach:**

Offer your customers an alternative to non-ethanol fuel, consider your product training for Ethanol Defense. Ask the simple questions, uncover needs and make recommendations accordingly.

## **Benefits for Your Customers:**

- Safe fuel that protects equipment from Ethanol
- Controls water-NO alcohol
- Stabilizes fuel
- Lower prices
- Long-term availability



**Your Customers Can Use Your E-10 Fuel with Confidence**



# Dee-Zol Pre-Treated Diesel Fuel



You've always made it a top priority to deliver the highest quality diesel for your customers. Now you've taken it to the next level and are now providing an additional 1-2 points of Cetane

## Approach:

Simply let folks know all about your new pre-treated Diesel. Consider your product training for Dee-Zol and let them know about all the continued benefits and new additives in your fuel.

## Benefits for Your Customers:

- Increased cetane & performance
- Better miles & hours of operation
- Multiple detergents
- Stabilizes fuel
- Conditions seals & Adds lubricity
- Reduces emissions



**Now Provides an Additional 1-2 Points of Cetane**



# Current Customer List: On-site Diesel Fuel storage



## Top 10 List-Existing Customers-Bellicide

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.





# Target Customer List: Who Can Benefit?

## Top 10 List-Prospective Customers-Bellicide

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



# Current Customer List: Who's Using Non-Ethanol Fuel?



## Top 10 List-Existing Customers-Ethanol Defense

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.





# Target Customer List: Who Can Benefit?

## Top 10 List-Prospective Customers-Ethanol Defense

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.





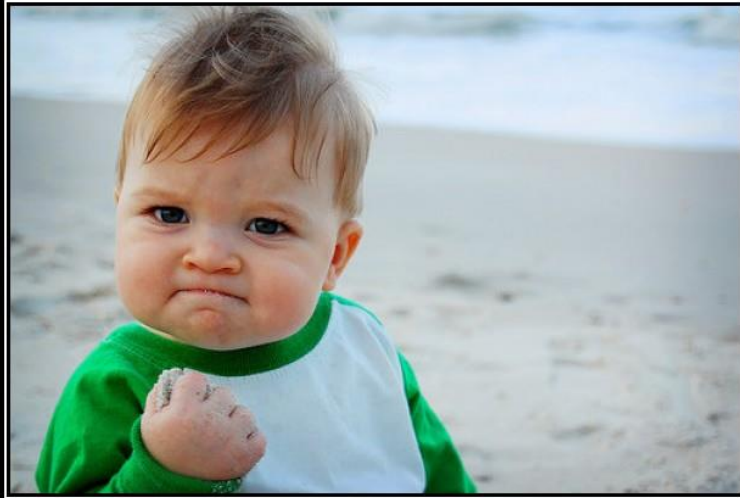
# In-Field Sales Coaching Calendar



- The best way to ensure our success is to guarantee yours:
  - **Initial Team Training:** Today
  - **Month 1:**
    - Weekly Conference Call
    - Monthly Return Training/Field Day
  - **Months 2-3:**
    - Bi-Weekly Conference Call
    - Monthly Field Day
  - **Months 4 & beyond:**
    - Monthly Conference Call
    - Bi-Monthly Field Day



# Goals & Incentives-What Does Success Look Like?



# SUCCESS

Because you too can own this face of pure accomplishment

DIVDESPAIR.COM

- Current Sales
- Quarterly Goals
- Incentive Programs





# Marketing Support





- Plan our work and work our plan:

- Email Blasts
- Fax Outs
- Social Media
- Direct Mail

**1-Monthly**

- Client Education Sessions
- Partner Events/Tradeshows

**1-Quarterly**





- Simply provide us your mailing list, decide on scheduling/content and we'll handle the rest:
  - Reach every potential customer in just one click
  - Deep analytics & reporting provide valuable insight into campaign performance
  - HubSpot ensures complete compliance and security
  - 100% confidential





- Utilize our expertise and training resources, bring customers together and maximize your efforts:
  - On-Site at Partner Sessions
  - On-Site at Bell Performance Sessions
  - Lunch & Learns
  - Join.me Online Tutorials
  - Group Conference Calls



# Treatment & Re-Order Reminders



- We will help you, help your customers, help themselves with email and phone reminders based on individual customer product orders & treatment schedules:
  - Ensures timely application of products
  - Reinforces the preventative approach
  - Delivers cost effectiveness for customers
  - Generates recurring revenue



**TIME TO TREAT YOUR TANKS**

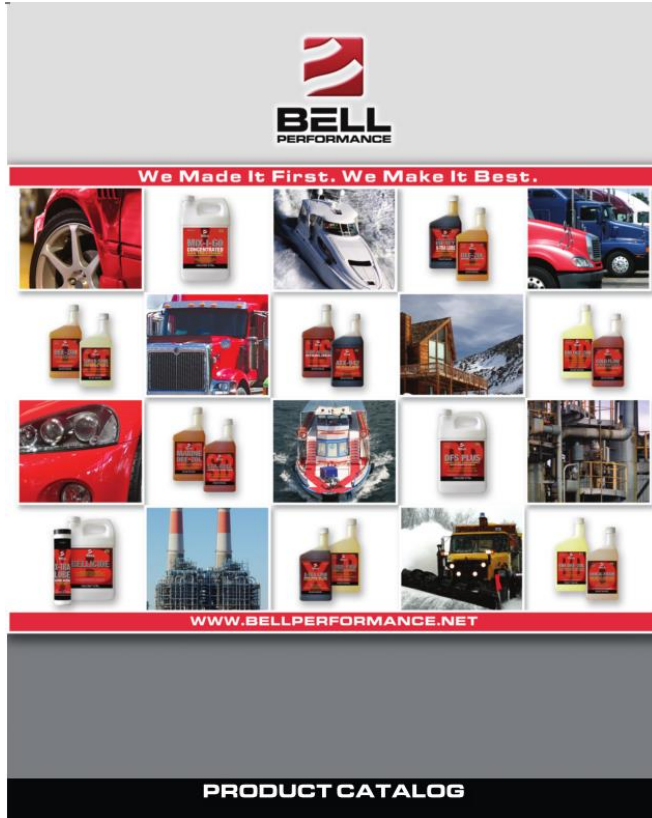




# Collateral Materials







- Products Include:

- Dee-Zol
- Ethanol Defense
- Bellicide
- DFS Plus
- Super-Tane



# Competitive Info-graphics



### When treating diesel fuel, You may be surprised how the options compare.

All diesel treatments are NOT the same. How do they compare? Here's what you need to know.

DIESEL FUEL TREATMENT	DEE-ZOL (BELL PERFORMANCE)	STA-BIL DIESEL STABILIZER	LUCAS FUEL TREATMENT	POWER SERVICE DIESEL KLEEN	MARVEL MYSTERY OIL	PRI-D DIESEL TREATMENT	STANADYNE
Improves mileage and power	✓		✓	✓	✓	✓	✓
Cleans injectors and engine deposits	✓	✓		✓	✓		✓
Removes water	✓	✓					✓
Increases cetane rating	✓			✓			
Top cylinder lubrication	✓		✓	✓	✓		✓
Stabilizes fuel & reduces smoke	✓			✓		✓	
Low treat rate	✓ 1 oz/10 gal	✓ 1 oz/10 gal				✓ 1 oz/15 gal	✓ 4 oz/30 gal
Low cost to treat (Cost to treat 100 gals.)	\$7.18	\$7.79	\$11.24	\$6.65	\$7.24	\$6.67	\$6.64

## Choosing the right biocide is important

Solving bacteria and fungus problems in fuel is serious business.  
It's important to make the right choice. Here's what you need to know.

BIOCIDAL TREATMENT	BELLICIDE	ISOTHIAZOL INONE (i.e. Kathon)	BORON-BASED (i.e. Bio-Bor)	CARBAMATE (i.e. Pricide)	WATER ABSORBER (i.e. Star-tron)
Contact time to a complete kill (how long does it take to work?)	✓		✓	✓	WILL NOT KILL MICROBES
Effectiveness after 1 week (is it still working after one week?)	✓	✓	✓		WILL NOT KILL MICROBES
Effectiveness after 4 weeks (is it still working after four weeks?)	✓				WILL NOT KILL MICROBES
Sensitivity to pH (do microbial acids in the fuel keep it from working?)	✓		✓		WILL NOT KILL MICROBES
= Best Choice       = Acceptable Choice					
<p style="color: red;">Want to know more? Visit <a href="http://www.WeFixFuel.com/rightchoice">www.WeFixFuel.com/rightchoice</a> for the full comparisons and learn why Bellicide from Bell Performance is the right choice!</p> <p style="color: red;">Scan here for more information</p>					

### To treat ethanol-blended gasoline, Which additive is right for you?

There are lots of additives for ethanol fuel and they all claim to be the best. Here's how they compare.

ETHANOL TREATMENT	ETHANOL DEFENSE	STAR-TRON	SEAFOAM	AMSOIL QUICKSHOT	STP GAS TREATMENT	STA-BIL ETHANOL FUEL TREATMENT
More mileage and power	✓	✓	✓	✓		✓
Prevents ethanol damage	✓			✓		✓
Removes water without alcohol	✓				✓	
Cleans injectors and deposits	✓	✓	✓	✓	✓	✓
Prevents ethanol phase separation	✓	✓		✓		✓
Backed by over 100 years of experience	✓					
Low treat rate	✓ 1 oz per 10 gal	✓ 1 oz per 6 gal	✓ 2 oz per 1 gal			✓ 1 oz per 10 gal
Low cost to treat (cost to treat 20 gallons)	\$1.72	\$3.33	\$19.97	\$14.91	\$4.51	\$3.25





## Solving Diesel Fuel Problems

Diesel fuel, the fuel of choice for most of this country's transportation and boating industries, is more prone than gasoline to problems with incomplete combustion, deposits and poor emissions.

Deposits on injectors, valve and in combustion chambers can all have negative effects on vehicle/& boat performance.

Diesel fuel of the ultra-low sulfur variety has far less natural lubricity than before, and all #2 diesel fuels have the potential for cold weather gelling problems....

- Reports Include:
  - Most Common Diesel Fuel Problems
  - Oil Treatment Products
  - Common Problems Facing Gasoline Users
  - Bio-Diesel the Good the Bad & the Solution
  - Ethanol Problems Facing Consumers
  - Protecting Stored Fuel Quality
  - Four Essentials to Know About Fuel
  - What Classic Car Owners Must Know





## Power Generation: **Burning Heavy Fuel Oil**

**Deposit Control For Heavy Fuel Oil Boiler Efficiency And Reduced Maintenance**

**See How Two Of Our Power Generation Customers Use Bell Performance ATX Products To:**

- Reduce unit downtime for maintenance
- Increase heat transfer rates
- Reduce heat transfer tube deposit build-up
- Show a demonstrable ROI from ATX products

**See How Bell Performance Can Save You Money And Time With The ATX Line Of Fuel Oil Additives...**

- Case Studies Include:
  - Bell Performance ATX: Deposit Control





## The **Healthy Oil Resource** Guide

### **Healthy Oil: What You Need To Know** **Keep Oil Healthy Make Your Engine Last Longer**

This whitepaper from Bell Performance focuses on the most important part of your engine – the motor oil.

Most people take their oil for granted, not understanding the scope of its function in their engine. The assumption is that oil is just for lubricating, but it does so much more than that.

If you really understand what oil does, what it's designed to do, and why it's important to take care of it in your vehicle, you can go a long way toward maximizing the life and health of the investment you have in your vehicle or boat...

- Resource Guides Include:
  - Maintaining Your Older Vehicle
  - Taking Care of Your Motorcycle
  - Healthy Oil: All About Your Oil
  - Making Your Summer Road Trip the Best
  - LPG Problem Solver: The Good & Bad
  - Taking Care of Home Heating Systems
  - The Lubricity Improver
  - Stability of Bio-Diesel Fuel
  - The Fuel Checklist: For Hurricane Preparation
  - Top 10 Things to Know About Ethanol Fuel





Dear {Customer Name},

Thank you so much for being a part of the {company name} family. We truly appreciate your business and are always looking for ways to help you maximize your fuel investment, protect your equipment and fix any fuel related problems that you may be having.

We are kicking off the New Year with a brand new partnership to help us serve your needs. We're pleased to welcome Bell Performance to the {company name} family and their full line of fuel treatment solutions that offer the very best performance enhancements at the very best prices.

Whether you're using our pre-treated fuels or treating your own, we've taken measures to help you:

- Protect your fuel investment and the equipment it's running
- Extend the life of your fuel
- Fix fuel related problems to reduce repair costs and downtime
- Improve the overall power and performance of your fuel and equipment

We will be calling you directly to talk in more detail about our new products. Please feel free to contact us in the meantime if there's anything you need. Thanks again for doing business with {company name}!

Best Regards,

## ■ Available Templates:

- Email
- Social Media
- Direct Mail
- Fax





# Support Peripherals





**TODAY'S FUELS AREN'T WHAT THEY USED TO BE.**



### Diesel

Get the best power and performance from your engine with diesel fuel from Harris Oil enhanced by Dee-Zol from Bell Performance

- ✔ Now with extra cetane value added
- ✔ Better mileage and more power
- ✔ Cleaner injectors and engine
- ✔ Improving diesel engines since 1954





### Ethanol

Now get ethanol fuel from Harris Oil protected by Ethanol Defense from Bell Performance

- ✔ Better mileage and performance
- ✔ Cleaner engine
- ✔ Protection against the damaging effects of ethanol
- ✔ Made by the fuel additive leader since 1909



**Use our new treated premium fuels with confidence!**

**ASK US INSIDE FOR DETAILS**

- Available Formats:
  - Indoor
  - Outdoor
  - Fuel Pump Top







**This ethanol fuel from Minchow's Service is protected by**  
**Mix-I-Go from Bell Performance**



- ✓ Better mileage and performance
- ✓ Cleaner engine
- ✓ Protection against the damaging effects of ethanol
- ✓ Trusted around the world since 1927

**MIX-I-GO**  
**COMMERCIAL GRADE**  
**GAS AND ETHANOL**  
**TREATMENT**

RECALIBRE PERFORMANCE COURTESY  TREATS 320 GALLONS

PROTECTS ENGINES FROM ETHANOL DAMAGE  
CAN IMPROVE MILEAGE UP TO 16% OR MORE  
IMPROVES PERFORMANCE  
REDUCES EMISSIONS UP TO 80-90%  
EPA REGISTERED

SEE CAUTIONS ON BACK PANEL  
**32 OZ.-946 ML.**

**You are now free to use this ethanol fuel with confidence!**

- Available Formats:
  - Indoor
  - Outdoor
  - Fuel Pump Top





- Promotional Uses:
  - Doors
  - Windows
  - POP
  - Marketing Materials





# Testing





- Field Testing
  - **Culture Strips**- Essential for the detection of a broad spectrum of bacteria, yeasts and mold presence in fuel samples, yet easy to use. The strip is dipped into a sample of fuel suspected of microbial contamination, and confirmation of microbial presence (or lack thereof) is ready within 72 hours.
  - **Water Paste**- Essential for the detection of water in fuel storage tanks. The water paste changes to an unmistakable bright red color upon contact with water phase. Hence, water paste is an important tool not just for confirmation of water presence, but also as a measuring device for the size of the water phase.
- Laboratory Services (**Additional Hard Costs Apply**)
  - **Fuel Density (\$190)**– To quantify stratification of unstable fuels. Stored fuels undergoing oxidative instability breakdown will stratify and "break apart". Quantifying this process through Density testing can provide benchmarks and measurements to help determine further treatment protocols.
  - **Distillation Property (\$295)**- Fuel Distillation measurements confirm that the volatility combustion properties for a stored fuel are still in line with legal specifications, and relates strongly to both exhaust smoking tendencies and the accumulation of undue combustion chamber deposits.
  - **Flash Point (\$275)**- The single most important measure of a fuel's combustibility. Flash point relates to the lowest temperatures for a fuel's ignition and (if out of spec) may be a quantifiable indication of a fuel's poor storage quality
  - **Fuel Stability (\$400)**- One of a number of stability tests that may quantify accelerated stability and oxidative stability of fuel. Not only will fuels failing this test create harmful gum residues in the system, it is also predictive of the fuel's overall stability.
  - **Gum Test for Gasoline (\$375)**- Testing to quantify gasoline tendency to create harmful gum residues. This is essential for stored gasoline and ethanol-blend fuels, especially when faced with decisions regarding addition of extra detergency to solve customer problems.





# Treatment





- Treating a Bacteria, Fungus, Mold Infected Diesel Tank
- Treating the Fuel Tank on Your Pump or Generator

