



Moly Grease

What Is Its Place

SWEPCO 101 Moly Grease is a non-melt, bentonite based grease fortified with the highest "technical fine" grade of molybdenum disulfide ("moly") powder and SWEPCO's proprietary *Lubium*® chemistry. Thousands of customers worldwide have experienced the extraordinary benefits of this high performance combination.

Feature/Benefit Analysis

As is the case with any product, the greatest success comes from matching the product's features and benefits with the prospect's needs.

Here are the primary features and resulting benefits that will be of interest to prospects for SWEPCO 101:

Non-Melt Bentonite Gelling

Agent prevents bleeding and run-off at any temperature, cuts consumption and greasing cycles by two to three times or more and makes effective lubrication possible at extreme temperatures.

Plating action of Moly Powder

provides an insurance factor which prevents metal to metal contact, reduces friction and wear, increases component life and cuts energy costs.

Proprietary Lubium® Chemistry

forms a protective film to provide additional protection against extreme pressure and wear.

Wide Application Range allows reduction of grease inventories and simplification of greasing programs.

Prospect Tips

As a non-melt, high-heat grease with extraordinary extreme pressure

and anti-wear performance, SWEPCO 101 is particularly well-suited for any high heat application. It is also the preferred choice for applications which require protection from extreme pressures and overloading.

Top Five Prospects

- Asphalt pavers and contractors
- Large cranes, including lift, clamshell, dragline or cranes with very heavy weight on the swing gear and roller bearings
- Brick and tile plants
- Foundries -- steel, cast iron, glass
- Plastic molding/extruding

Other Good Prospects

Pulp and paper mills, stevedore operations, construction, textiles, equipment rental, drilling operations, excavating, sand and gravel, mining, power plants and utilities, railroad maintenance, cement plants, food process, powder coating operations and many others.

Some Specific Lubrication Points Which Should Be Explored

Any bearing with intermittent exposure up to 500° F (260° C) such as kiln car and conveyor bearings at brick plants, blower bearings, blow molding machines, pulp mill bearings; any bearing with extreme loads such as swing gear and bull ring roller bearings on cranes, foundry bucket pins and conveyor and lift bearings; any bearing with an overheating problem; any grease point where bearings are being lost on a regular basis; any grease

point which requires frequent lubrication due to grease consumption or bleeding.

Demonstration Tips

Always demonstrate against the competitive grease using the torch demo and the water emulsification demo.

Common Customer Experience

*"I am writing to tell you how pleased we are with the performance of SWEPCO Moly Grease 101. The kilns **bearings are lasting 10 times longer** which is saving our company thousands of dollars." -- Flooring Manufacturer*

*"...Believe it or not, our grease (101) **consumption is less than ten times the amount we were using** with the 'National Brand.' We use this in virtually every greasing application we have. Our **greasing intervals have been decreased from once a week to once a month**, and we are using less grease on a monthly basis than we were weekly!" -- Lumber Company*

*"... The soap base grease which we were using previously used to harden after a period of usage. Moly #101 bentonite base grease retains its original consistency and the equipment receives **better lubrication and bearing failures have been reduced**. The periods between greasing may also be extended to at least twice that of the original grease with satisfactory results, thus making for a considerable reduction of actual greasing cost." -- Milk Plant*

*"... Over the past 2 years since using SWEPCO 101 Grease in our 612 planer bearings, their **life has been extended 8 times**. Using previous grease we required bearing changes every 3 months or 4 times a year. Since changing to SWEPCO 101 grease we have had no bearing changes or failures. **Total Savings over the 2 years: \$25,358.00**. This number does not reflect Production Loss." -- Lumber Processor*

*"... The bearings turn at 1800-2000 RPM with 50,000 pounds pressure and are subjected to a constant temperature of 300-400°. We had tried several kinds of grease before we tried SWEPCO. We found that 101 Moly Grease was **the only one that stood up to the heat and pressure**. With the other greases we had bearing failure approximately every 25 hours... The SWEPCO grease has consistently extended the life of these bearings to 500 & 600 hours and we **only use ½ the amount** of grease. With a cost of \$240.00 for a set of bearings plus a minimum of \$300.00 in downtime, **our savings is nothing short of spectacular**. We have been purchasing 101 Moly Grease from you for five years now. A very profitable choice for us." -- Wood Pallet Manufacturer*



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