



Multi-Purpose Gear Lube

What Is Its Place

SWEPCO 201 Multi-Purpose Gear Lube is a premium quality, all-purpose gear oil formulated to provide superior performance in manual transmissions, gear boxes and final drives. Special additives provide outstanding anti-wear performance and energy efficiency.

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 201:

Superior adhesive/cohesive additive technology protects gear components from "dry starts"... the number one cause of wear. Adhesive/cohesive additives enable SWEPCO 201 to climb gears instantly at start-up, preventing "dry" metal to metal contact. Maintain protective oil film during inactivity to fight rust and corrosion.

Premium quality, 100% paraffinic, high VI straight solvent refined base stocks provide outstanding low and high temperature stability, resistance to oxidation, longer drain intervals and lower consumption.

Proprietary Lubium® Chemistry forms a protective film to provide additional protection against extreme pressure and wear. Reduces operating temperatures.

Highly effective demulsifiers prevent water from emulsifying with SWEPCO 201. Water separates immediately for easy removal.

LOA Program makes safe, long-drain service possible with SWEPCO 201. Reduces oil costs, downtime and maintenance labor.

Prospect Tips

As a multi-purpose gear lube with extraordinary anti-wear performance and energy efficiency, SWEPCO 201 is particularly well-suited for any gear box application where top performance is beneficial and cost savings are desired.

Top Five Prospects

- Construction company gear boxes (final drives and differentials of dozers, loaders, backhoes, excavators, scrapers and other heavy equipment).
- Dairies (homogenizer gear boxes used in milk processing, gear boxes on conveyors and packaging units)
- Crane rental companies
- Post office vehicle maintenance facilities (differentials and transmissions)
- Sanitation company (trash truck differentials and transmissions)

Other Good Prospects

Redi-mix concrete company fleets, trucking (independent local and regional fleets), delivery companies, mining, sand and gravel companies, stevedoring companies, warehouse conveyor systems, manufacturing, demolition companies and many others.

Some Specific Lubrication Points Which Should Be Explored

Any gear box which is running hot; any gear box which operates in a heavily loaded application; any gear box which is making noise; any gearbox which is leaking at the seals; any gearbox which requires frequent make-up oil or short drain intervals; any gear box application where increased energy efficiency (either fuel or electricity) is desirable.

Demonstration Tips

Always demonstrate against the competitive gear oil using both the egg beater demonstration and the water emulsification demo.

Common Customer Experience

"... In our aerator, mixer, and other gear reduction units that are now using SWEPCO 201 gear oil, we have observed as much as 25% reduction in temperature. We have extended the time between oil changes up to five times, with a labor savings that exceeds the cost of the oil..."
-- Water Utility Company

"... Prior to using your gear oil we were losing several gear sets per year to shock. Since we began use of your SAE 250 in the late eighties we have only lost 2 gear sets and one of those was not due to shock but failure of a thrust bearing. In our application we needed a heavy grease to help curb the effects of shock, yet one that would climb to lubricate upper bearings. Both of these criteria have been met very well; and at an average of \$1200 - \$1300 per gear set the savings have been quite substantial..." -- Drilling Company

"... Our use of SWEPCO 201 gear lube in the ravioli machine kept the water separated from the gear lube in a very difficult operating condition..." -- Food Processing Plant

"... Our variator drive was noisy and repair costs were going to be \$30,000. We then tried SWEPCO Gear Lube 201 80W90. The 201 not only took the noise away, it has continued to lubricate since 1992 with regular oil analysis. Talk about a bargain..."
-- Municipality

"... Before SWEPCO we would change oil in the drive every three months. Our last count was 43,480 hours of continuous running on the same oil. Life cycle costs are \$252.00 x5 years = \$1,260.00 with the old method in oil and labor costs or \$186.00 for the new method. All our gearing turns in SWEPCO..." -- Water Pollution Control

"A year ago the rear third member was running hot. We drained it and found lots of brass. The rear end was on its way out. We tried the SWEPCO Gear Lube, not only was it running cooler, but a year later it was still going. I am quite convinced SWEPCO is a good product..." -- Concrete Company

"We are very happy with the quality of your lubricants. We have witnessed surprising results such as noise reduction and longer synchro ring life. When we rebuild Porsche transaxles, we always refill them with SWEPCO 201 80/90. We have never had any warranty claims..." -- Auto Repair

"To say the least, we are very pleased with the excellent service and performance we have experienced while using SWEPCO lubricants in our mining operation. We have encountered far less downtime and longer intervals between major repairs and overhauls than we did prior to using your products..." -- Mining Operation



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