



Maximize Engine Performance

Our Premium Diesel offers multi-functional additives with outstanding detergency cleaning power, which has a 10/10 rating on the Peugeot DW10C IDID Test and can obtain clean-up rating on the John Deere HD Engine Test.



USER BENEFITS

- Cleans and keeps clean fuel injection systems
- Minimizes Internal Diesel Injector Deposits caused by Carboxylate Salts and Lacquers
- Eliminates External Deposits caused from thermally stressed fuels
- Prevents filter plugging caused by coking the fuel
- Restores thermal and oxidation stability of ULSD fuels
- Increases Cetane for quicker ignition and more efficient fuel burn
- Prevents formation of black sludge
- Restores lost horsepower to engine's rated performance
- Extends filter life 3-5 times longer
- Replaces lubricity level of sulfur lost in hydro treating process of ULSD
- Restores fuel economy to new engine performance levels
- Eliminates steel corrosion caused by ULSD
- Added layer of moisture control to minimize moisture issues

Ensuring Our Customers get the best performance, value and service for their energy needs.

Products

Premium Diesel Fuel | Gasoline | Heating-Oil
Propane (LP) | Diesel Exhaust Fluids
Oil, Lubricants, Grease | Cardlock Systems

Services & Programs

- Bulk Fuel & Oil Delivery
- Propane Gas Safety Checks
- Level Payment Plans (Budget Billing)
- Propane and Refined Fuel Tank Sales, Leasing, Installation and Maintenance.
- Contracting of propane and refined fuels
- Rebate programs on new installations of propane furnaces and water heaters.
- Keep full program
- Summer Fill Program - delays payment until October
- Propane cylinder refilling at Effingham, Farina & Lovington



201 W. Roadway Ave.
P.O. Box 488
Effingham, IL 62401

Phone: 217.342.4101
Fax: 217.347.7601



www.TheEquity.com/Energy

Maximize Engine Performance



POWER-MAX® GO



The Equity's Energy Division has a long history of providing quality products & service.

Detergency

Power-Max® GO has a merit rating of 10 in all categories of the new Industry Standard DW10C testing. Power Max 3000 surpasses the John Deere Clean UP and Keep Clean specification and restores up to 100% of the rated engine performance.

Lubricity

A Lubricity agent is used to reduce the wear and tear of your internal components. The industry uses an HFRR test to measure lubricity in fuels. ASTM specifications require fuel to measure 520 micron or below. Most racks sell at this minimum. The EMA-OEMs require a measure of 460 microns.

The **Power-Max® GO** lubricity improver measures below 460 microns and consistently measures in the 300's. Less wear means less maintenance cost.

Anti-Oxidants

Anti-oxidants work to eliminate a complex set of chain reactions, which leads to a less stable and less degradation of fuel. This means longer fuel storage without the worry.

Cetane Improver

An increased Cetane level will help initiate fuel combustion and shorten ignition delay period.

It also:

- Decreases Pressure Build-Up
- Provides for Smoother Running Engines
- Reduces White Smoke
- Increases Power
- Improves Fuel Economy

Thermal Stability

Thermal Stability additives typically work by blocking one step in a multi-step reaction pathway. Best results are obtained when the additive is added as soon as possible to the fuel.

Power-Max® GO includes stability additives that help reduce formation of gums and insolubles.



Corrosion Inhibitor

Power-Max® GO contains corrosion inhibitor compounds that attach to metal surfaces and form a barrier that prevents attack by corrosive agents.

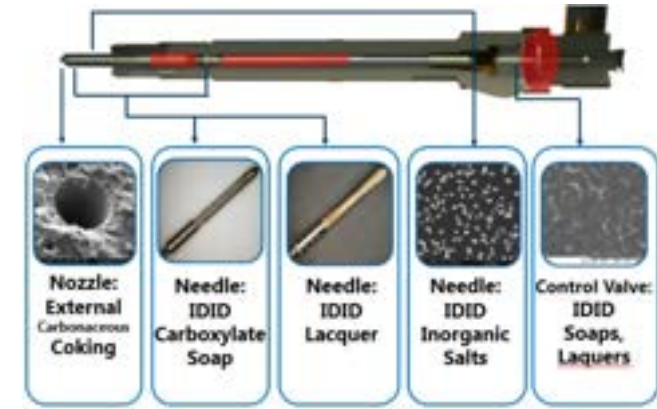
Moisture Control

A moisture control agent in **Power-Max® GO** reduces the moisture content in fuel, thereby preventing icing in cold weather. Regular use inhibits the growth of fuel bacteria by reducing moisture in the fuel.

NEW OPERABILITY ISSUE

Internal Diesel Injector Deposits

THE PROBLEM Internal Deposits can slow the response or cause the sticking of moving internal parts, resulting in a loss of control of injection event timing and/or the amount of fuel.



Performance Problems

- Poor/No Start
- Rough Idle/Drivability
- Excess Power/Particulate Production (sticking open)
- Loss of Power (sticking shut)
- Fuel Filter Plugging

Types of IDID Problems

- Waxy or "soap" deposits (Carboxylate Salts)
- Amide Lacquers
- Carbonaceous or deposits (thermal breakdown of fuel)

THE SOLUTION Proper treatment with **Power-Max® GO** High Pressure Fuel Injector HD Detergent will completely restore power loss and increase fuel economy to new engine performance levels. Testing and real world results has shown outstanding injectors cleanliness with Zero Deposits and Zero Power Loss! Call us today and take back your equipment's **POWER!**