

# FLUID



OCTOBER 2015



**PIRTEK**  
GOES TO THE SNOCROSS  
CHAMPIONSHIP THIS WINTER!

MEET AN  
INTREPID  
TRAVELLING  
FRANCHISEE



**NEW WEBSITE LIVE**



Need Immediate Service?  
Click here to find a center near you. **24/7**  
National Service 24 hours / 7 days **ON-SERVICE!**

[About](#) [Products & Services](#) [Locations](#) [Franchising Opportunities](#) [News](#) [Careers](#) [Community](#)

Providing the fastest  
most convenient services available.  
**24/7. 365 DAYS**  
ETA 1 Hour On Site



[Locations](#)

Find a service location near you.

[Products](#)

Internationally Approved Products

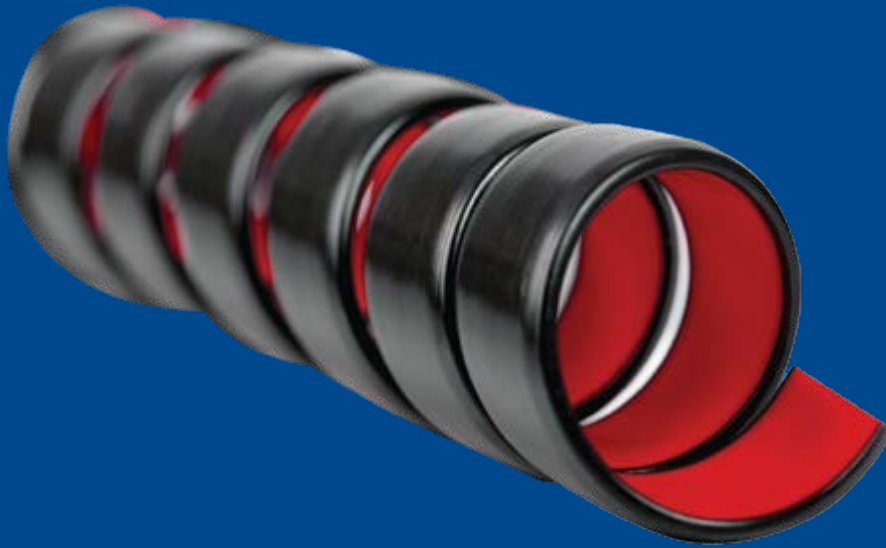
[Franchises](#)

Exclusive Territories Available



# Spiral Wrap Hose Protection

*Pre-packaged and in Stores Now*



## Sizes Available

0.50" ID x 25'

0.67" ID x 25'

0.80" ID x 25'

1.0" ID x 20'

1.38" ID x 14'

1.70" ID x 10'

The wrap offers a protective black exterior with a red wear indicator highlighting areas of abrasion. Made from frost / heat-resistant HDPE (high-density polyethylene) with anti static plus UV protection additives that tolerates acids, oils and solvents. The red wear indicator is exclusive to PIRTEK.

Temperature Range: -60° F to +175° F

*Reduce the Possibility of Hose Failure  
with Spiral Wrap Hose Protection*



# WELCOME

FROM OUR CHIEF EXECUTIVE OFFICER,  
GLENN DUNCAN



I would like to welcome you to the First Edition of FLUID Magazine - PIRTEK USA's new quarterly e-zine publication.

This document is part of a new Communication, Marketing and Media Strategy we have developed, which will bring us into line with current technologies as well as helping us digest our daily news information.

FLUID is designed to provide a regular behind-the-scenes look at our business, provide education on new products, be entertaining and informative and bring us all a little closer.

As the name suggests - FLUID is "liquid" in its format and we are excited about the input of its readers and all our stakeholders - it can be whatever you want it to be.

We hope you enjoy the first edition of FLUID and we look forward to your feedback and suggestions. Please also share the publication with your customers, friends and family via your social media and email channels.

Until next time,

A handwritten signature in white ink that reads "Glenn". The script is fluid and cursive.

**Glenn Duncan**





found and coordinated a next day delivery from the PIRTEK Service & Supply Center in Seattle, WA.

PIRTEK's Mobile Sales and Service Technician, Justin Madrid fabricated the hose assemblies at the harbor 2 days after the order was received. Then he gave the spare hose assemblies to the customer for delivery to the ship 3 miles off shore.

Without the help of PIRTEK the customer's only other option was to wait until the ship returned near China to obtain these hoses with special fittings; if so and existing hoses failed the ship could have been stranded at sea. Finding the fittings for the spare hoses through PIRTEK prior to their trip across the Pacific gave the customer and the crew peace of mind.

## **PIRTEK Hoses Assist Across the Pacific**

Hundreds of vessels cross the oceans every year transporting goods. Large ships and tankers are equipped with a supply of parts and accessories to maintain them during the voyages. PIRTEK Commerce South received an email request from a representative with a shipping fleet service. Several spare hose assemblies were needed for the engine room of an oil tanker before they crossed the Pacific

Ocean. Pictures and descriptions of the hose and fittings required were sent with the email.

The hose and one of the fittings were available at the Center. However, a particular uncommon metric fitting required a little searching through the PIRTEK System. PIRTEK USA's Regional Sales Representative, Mike Johnson,

# **NEW HOME FOR PIRTEK USA**



With the continuation of investment into the business, PIRTEK USA has recently closed on a 10 acre parcel of land in Rockledge, Florida. This will become the Corporate Headquarters for Franchising and the main product distribution Center, for the North American market.

The preliminary construction

drawings show a foot print of a 100,000 square foot warehouse and 20,000 square foot office facility, with an estimated construction time of 2 years.

Once completed and fitted out with some of the latest technology available, PIRTEK USA, its customers and network of Franchisees will

benefit greatly from the distribution efficiencies and expanded product range that will be made possible from this investment.

We look forward to sharing more details as the development progresses both through FLUID and our Facebook page.



# NEW WEBSITE LAUNCHED



PIRTEK USA has completed one of its first major efforts in scaling itself for future growth with the launch of a new website at [www.pirtekusa.com](http://www.pirtekusa.com).

The new site streamlines many of the functions of the previous site and

improves the user experience.

With PIRTEK USA aiming to aggressively expand the number of franchises throughout the country in the coming 24 months, the franchising information is front and center.

The site will undergo a series of staged updates, including revised catalogs, along with an updated franchising brochure.

It has a revised page for each franchise, which standardizes the appearance and content of franchisee's page across the company - along with an improved user functionality in searching for franchises - as well as having them grouped by state.

Careers at franchise locations can be posted with applicants able to apply online and the application coming directly to the franchisee.

We look forward to your feedback on the site!

## PIRTEK OPENS IN RICHMOND, VA

PIRTEK is proud to announce a new Service & Supply Center in Richmond, VA. As one of America's oldest cities, Richmond stands strong economically. Several Fortune 500 companies covering a variety of industries including manufacturing, biotechnology and transportation are headquartered there. These diverse industries and others such as construction, equipment rental, waste and recycling and more, will now have the opportunity to be maintained and serviced by PIRTEK's On Site Hose Service, 24 hours a day, 7 days a week.

PIRTEK West End is centrally located at 2115 Dabney Road. The site was carefully chosen because of its central location and the fact that 95% of its core customers can access the Service & Supply Center within 20 minutes or less. Additionally, Dabney Road is an industrial park and a lot of their potential clients are within walking distance.

Local customers can utilize the



over the counter service for custom built high pressure hose assemblies, machining and welding and a comprehensive range of fluid transfer products. Three Mobile Service Vehicles provide a 1 hour ETA to companies in the Metro Richmond area. Each vehicle is fully equipped with a large selection of hydraulic and industrial products and specialized equipment to cut, clean, tag and crimp hose assemblies on site.

Franchise Owner, Suchit Gandhi's background in engineering and quality management for manufacturing companies gives him a great advantage in understanding the needs of his customers and being able to deliver PIRTEK's top notch service.

When asked why he chose PIRTEK over other business opportunities, Suchit stated, "I decided to become a PIRTEK Franchise Owner because of the expertise and support of the entire PIRTEK Team! I feel like I am part of a family."

PIRTEK welcomes the Richmond community as our newest region being serviced and congratulates Suchit and his staff on their commitment to the PIRTEK System.

On site service is available around the clock by calling (804) 442-7140. The Service & Supply Center, located at 2115 Dabney Road, Richmond, VA and is open Monday through Friday, 8:00 a.m. to 5:00 p.m. and Saturday's from 8:00 a.m. to noon.



**Name(s):**  
David Entwistle

**Location:**  
PIRTEK Rockville,  
Rockville, Maryland  
USA

**Years in PIRTEK:** 2

**FLUID:** How did you first become aware of PIRTEK and its franchise system?

**David Entwistle:** The President of PIRTEK USA, Morgan Arundel introduced the business to me through my sister and I thought it would be a good fit.

**FLUID:** What attracted you to becoming a PIRTEK franchisee over other businesses that you investigated?

**DE:** The family atmosphere when doing my due diligence. Everyone was happy to answer questions and help me decide if the franchise was a good fit for me.

**FLUID:** PIRTEK is often described as a family as a franchisee can you elaborate on some of the elements that makes PIRTEK feel like a family?

**DE:** From day one, my staff and I have received hands on help and support, never feeling like we were a drain on their time. The support has been available anytime day or night.

**FLUID:** What are some of the major positives to being a PIRTEK franchisee?

**DE:** Being your own boss, but being able to tap into the years of experience that the support team has offered us. The support team has been instrumental in helping me make strategic decisions and helping me to understand the phases of growing my business.

**FLUID:** Before getting into the PIRTEK

way of life, what industry(s) were you involved in?

**DE:** I was in the food wholesale business, then the grocery retail business.

**FLUID:** How easy was it to become familiar with the PIRTEK system and become a business owner in a new industry?

**DE:** The PIRTEK system is easy to follow. I have found that if you follow the system, and don't try and change it, you see some excellent results. I really like the blue collar industry. We are a results oriented business and the blue collar industry is appreciative when you get them back up and running and save them downtime.

**FLUID:** What are some of the major benefits whether financial or lifestyle that you've found from being a PIRTEK franchisee?

**DE:** Business ownership is not easy, but the flexibility of the PIRTEK system allows me to take care of my business and balance my home life.

**FLUID:** If anyone reading was thinking about buying a PIRTEK franchise, what would you say to them?

**DE:** I would suggest they do their due diligence and ask as many questions as possible. If they have a chance, I would ask an owner to come and visit their center and ride with them for a day. I think it is important to see what an owner's day is like.

**FLUID:** Can you identify some of the best things about owning a business

under the PIRTEK banner?

**DE:** I think the PIRTEK product is a quality product that I can stand behind. The quality of support is outstanding. Two years in business and I am still receiving great support from everyone at PIRTEK USA.

**FLUID:** What are some of the biggest things you've learned about either yourself or your business since becoming a PIRTEK franchisee?

**DE:** This is a business that relies on a team to keep it rolling smoothly. I am fortunate in that I have an outstanding management team at my shop. I have learned to let them take the lead in many situations. I've found that it's not necessary for me to micromanage each aspect of every day. We have made some mistakes along the way but we adapt and change to make sure we don't repeat anything.

**FLUID:** PIRTEK through being on-call 24/7 is known for how dynamic and adaptable its product range is surely you've got some stories about unique uses product or sticky situations you or your staff have found themselves in?

**DE:** The lathe at our shop gets a lot of use. We have many customers now bringing in hoses with fittings that are no longer made or are hard to find. Ryan has become an expert in machining and brazing. We have many customers who praise the fact that PIRTEK Rockville got them back up and running after many days and sometimes weeks of looking for someone to help them.



THE BEST  
KEPT SECRET.



*“The PIRTEK system is easy. I have found if you follow the system and don’t change it, you’ll see results.”*

David Entwistle, Owner  
PIRTEK Rockville | Maryland



1-888-774-7835 | [www.ownapirtek.com](http://www.ownapirtek.com)







JANUARY 8-9, 2016

 **PIRTEK**  
fluid transfer solutions

# SNOCROSS NATIONAL

PRESENTED BY



**JIMMY  
JOHN'S**

AT **CANTERBURY PARK**

FOR MORE INFORMATION LOG ON TO  
**SNOCROSS.COM**



**RAM**



**U.S. AIR FORCE**



**ski-doo**







# PIRTEK USA GROOMED FOR SNOCROSS CHAMPIONSHIP SERIES

This winter, PIRTEK USA is grooming itself for success after jumping on board the AMSOil Snocross Championship powered by Dodge RAM.

In addition to the naming rights of the third round of the Championship in Shakopee, Minnesota over the weekend of January 8-9, PIRTEK will adorn the Prinoth Groomer at all eight events of the Series.

2015/2016 is the second season that PIRTEK has been a part of the Snocross Championship and has stepped up its involvement in the Series that will visit eight locations in the North Mid-West.

"The AMSOil Championship Snocross Series delivered a strong result for PIRTEK last year and we wanted to take it to another level this season," said PIRTEK Chief Executive Officer, Glenn Duncan. "It is an exciting sport that transfers brilliantly to television and the livestreaming environment and has a loyal supporter base that follow it closely on social media."

The business-to-business opportunities presented by the Championship was a further attraction.

"There are great opportunities in some key markets for us to be doing business with of the other sponsors.

"PIRTEK will have opened its 56th US location by the first round in Minnesota. The Snocross Championship allows our franchisees to be interacting with some high profile companies in some key locations and also for us at a national and international level."

PIRTEK signage on the Groomer will ensure high profile exposure to the massive crowds expected at the Snocross events also through the television and online coverage via the CBS Sports Network. PIRTEK hoses are used to maintain the Prinoth Groomer.

"Through our sponsorships, we believe in showing the diversity of our products and this perfectly

illustrates that," added Mr. Duncan. "The products PIRTEK has contributed to the Snocross Groomer are as comfortable in that freezing environment as they are in a coal mine in 110 degree summer temperatures or servicing an oil and gas rig in the middle of the ocean.

"We're aiming to showcase our product range through Snocross and increase our supply to competitors and fellow Series sponsors throughout the course of this season's Championship."

The livestream is held through the Snocross.com website and there is plenty of cool content on the Series' Facebook page!

## AMSOIL CHAMPIONSHIP SNOCROSS POWERED BY DODGE RAM CALENDAR:

1. Duluth, Minnesota - November 27-29, 2015
2. Fargo, North Dakota - December 11-12, 2015
3. Shakopee, Minnesota - January 8-9, 2016
4. Deadwood, South Dakota - January 22-23, 2016
5. Salamanca, New York - February 5-6, 2016
6. Mount Pleasant, Michigan - February 26-27, 2016
7. Chicago, Illinois - March 4-5, 2016
8. Lake Geneva, Wisconsin - March 18-20, 2016

WEBSITE: [www.snocross.com](http://www.snocross.com)



# RAMDAS IYER

***“At the end of the day, our short life on earth becomes meaningless especially if we are aware of its magnificence and do nothing to both see it and save it.”***  
- Ramdas Iyer

A man that is aware of life and the magnificence of earth is Ramdas Iyer.

The franchisee that owns two PIRTEK Service and Supply Centers in New Jersey is able to combine his business with pleasure and has become a standard bearer not just for PIRTEK as the embodiment of a franchisee working on his business not in it, but as an inspirational character that can achieve the balance between working 2000 hours in a year and visiting some of the most remote places on earth.

Catching up in late September, Ramdas was deep into planning his December adventure - visiting the Congo where he will fly on a small plane three hours to one of the most remote and dangerous places on earth to visit the critically endangered western lowland gorillas.

The discussion came a week after he had returned from Alaska and the historic Kinneccott Mines.

Ramdas has become a celebrated writer, contributing to Forbes Africa

as well as maintaining his own blog of his adventures (<http://ramdasiyer.travellerspoint.com/>), which allows him to add additional context to the reasons and learning objectives of his travels - also to showcase his spectacular photography.

“What I write on the blog is a different style to that of writing for a Forbes for example,” he explains. “I use the blog as an opportunity to create a far deeper connection, really delve into the research I have done on these places over the years.”

He became interested in travel from an early age, particularly about the Victorian era explorations of the World. A lifelong subscriber to National Geographic and a collector of maps,



travel has defined Ramdas personal and business life for near on four decades.

***“I traveled 8,000 miles to begin my adult life in the US”***

The PIRTEK family the globe over is extremely fortunate to have any number of interesting individuals among its franchise base. Everyone has their own story on how they ended up at PIRTEK.

Ramdas' PIRTEK introduction is no different.

Faced with an uncertain future in the post-apocalypse of September 11 in New York City, Ramdas was searching for an opportunity.



"For two decades I worked in Corporations with an international presence and despite being trained as a chemical engineer, I crafted openings within the companies that enabled me to travel the globe," Ramdas explained.

"In 2002, I was facing a position where I didn't have a job, due to an international assignment gone sour.

"Post 9/11, trying to find a job proved almost impossible," Ramdas reflected.

From here, he happened across his first PIRTEK franchise - Newark in New Jersey.

"I discovered PIRTEK. It was the first in mobile service in this industry to offer a franchise. Being the first in any industry is always a tremendous advantage.



"PIRTEK was offering a business under license that sold quality products and a unique service.

They were doing the right things - there were no short cuts being taken," he continued.

"To me, it delivered the message 'we are the real deal'."

Ramdas quickly made an impression, being awarded Rookie of the Year in his first year and it

didn't take long for his second PIRTEK - South Brunswick (Cranbury, NJ) to come online.

### **"What's the worst that can happen?"**

"I'm a big believer in balancing life with work - don't get me wrong - I wasn't always in a position to travel and run the business - we had to claw our way up," warned Ramdas.

"I literally "travelled" each day to build the business for the first few years until such time I could walk away from it periodically. Having trained my staff to play multiple roles when necessary, I

am able to leave town for three weeks at a time while business continues as usual - thankfully modern communications even enable me to email the office from a ship in Antarctica!

"My philosophy on work-life balance is that if I cannot care for myself, I cannot care for my family and my business.

"Many business owners take too much control, they are too afraid to leave even for a week - you need to temper that.

"I ask myself with my business: 'what is the worst that can happen?'

"The PIRTEK franchise model provides a high quality support organization and high quality products. I am thankful for having PIRTEK as a partner in my professional life or else my global travel pursuits would have been limited to more books and less time on the road. I can rest assured that all necessary support will be given by PIRTEK (to my staff) during my brief absences.

"In the last 35 years, I have covered over 100 countries and seven continents - but I stopped counting countries to focus on unusual adventures.

"While travel is desirable to some people, it isn't for everyone - limitations of job, time, family and above all funds indeed come in the way. Yet people like me have found the time and ability to allocate the funds - perhaps with some other sacrifices - to achieve our inner drive."

The obsession with travel extends to Ramdas' wife and two children - his son and daughter both having studied internationally and both visited 30 countries by the time they turned 10 years of age. His wife - an IT executive in a bank and daughter - a PHD student - currently planning their own trip to Japan.



As for what is the worst that can happen?

"Being detained in Czechoslovakia and travelling through the Soviet Union before it collapsed is probably as close as you want to come!"

And the places that fascinate the most?

"A very tough question indeed! India and China are places that are like travelling back into time.

The people there are very intelligent in that they may not speak your language - but they will

understand what your needs are and will provide you with the help needed.

"My current fascination is with the polar explorations of Shackleton and Amundsen, which has kept me busy with half a dozen trips to the polar regions lately."



In mid October, he will be on a three week voyage to Antarctica and the sub-Antarctic Island of South Georgia.

"After visiting the grave of Shackleton, I will proceed to photograph some of the two million fur seals and five million penguins. I understand that over 500,000 King penguins and 100,000 seals can be seen in plain sight."

### **"Drink the Kool Aid"**

Ramdas will often be contacted by the franchisee network and indeed some of the PIRTEK global network (which includes the foundation PIRTEK franchisee from Australia) as well as those new to the PIRTEK family for his take on a "PIRTEK Life".

He is very considerate when talking to those new to the PIRTEK lifestyle - taking many factors into consideration before offering his advice.



"It will depend on the individual and their stage in life - I am always very careful in offering up advice," explained Ramdas.

"A younger person will have different goals to a person as they come into middle age. The first gauge is what the person wants to do with their life and the stage they are at - and if they have met their personal and financial goals - or are aiming to meet their personal and financial goals.

"I always encourage anyone to go and spend a day in the life of the franchisee. Spend time in the business so you can see how it operates. You have had the chance to see it first hand out on the road and you will know if it is right for you."

"Regardless, the PIRTEK formula is simple - you have to work hard, you have to push yourself and you have to sell differently - you can be successful and use this opportunity to have the life you've always dreamed.

"A quote from my favorite travel writer, Pico Iyer sums it up:

*"And since travel is, in a sense, about the conspiracy of perception and imagination and that*



*reality is our creation, and that we invent the places we see as much as we do the books that we read. What we find outside ourselves has to be inside ourselves for us to find it."*

**\*\*In future editions of PIRTEK FLUID, we will be fortunate enough to bring you some of the writings of Ramdas and his adventures.**

## AROUND THE PIRTEK WORLD...



# HAYNE PLANE SOARING

One of the biggest stories in the NFL during the preseason and the biggest sporting story in Australia right now is the ascendancy of Jarryd Hayne to the San Francisco 49ers 53 man roster.

Hayne has twice been crowned the Most Valuable Player in the National Rugby League (NRL) in Australia and

played under the PIRTEK banner at the Parramatta Eels franchise for the entirety of his NRL career.

PIRTEK was the naming rights sponsor of the Club during his tenure and then in the final year, transitioned to become the naming rights sponsor of the Eels home ground.

Hayne and the NFL/Niners has been closely scrutinized by the media and public in Australia for the best part of two months, with unprecedented numbers tuning into the opening Monday Night Football win by San Francisco, despite it airing at midday on Tuesday in Australia.



# PIRTEK BRONCOS MAKE THE GRAND FINAL

The PIRTEK-backed Brisbane Broncos have narrowly missed out on claiming the Australian National Rugby League Championship after an epic Grand Final held in Sydney. For the first time ever, the Grand Final was played between two Queensland based teams - with the North Queensland Cowboys making the decider alongside the PIRTEK-backed club.

The Broncos led for the majority of the 80 minute game before the Cowboys scored after 79 minutes and 59 seconds to level the scores at 16-all. The Championship's MVP, Johnathan Thurston had the opportunity to seal the win with a sideline goal kick after the siren, however it bounced off the



goalpost, sending the game into overtime.

Two minutes later, Thurston kicked a field goal to hand the win to the Townsville based club 17-16, devastating the PIRTEK Broncos. It has widely been lauded as the best Grand Final in the game's history.

Overall, the Broncos have had a stunning season in 2015 with a number of young players leading their charge. One of the true iconic coaches of the sport, Wayne Bennett - who was the Broncos founding coach in 1988 - returned in 2015 to much fanfare.

# PIRTEK ENDURO CUP FIRING



Australia's version of NASCAR, V8 Supercars is heading towards a thrilling conclusion to its Championship-within-a-Championship - the PIRTEK Enduro Cup.

V8 Supercars sees 25 cars comprising vehicles from General Motors' Holden (Australia's Chevrolet equivalent), Ford, Volvo (S60), Nissan (Altima) and a privately operated Mercedes-AMG (E63) outfit fight it out.

The PIRTEK Enduro Cup events are

two driver races. The three events are the Sandown 500 (500km/310mi); the biggest race the Bathurst 1000 (1000km/621mi) which is the Indianapolis 500 of Australia and the Gold Coast 600 (2 x 300km races = 600km total/372.8mi).

Currently leading the chase is the Pepsi Max-backed Ford duo, Mark Winterbottom and Steve Owen, who won the Sandown 500 and finished second in the Bathurst 1000 to Series icon, Craig Lowndes and Steven Richards - Lowndes taking his sixth Bathurst Title in the process. Lowndes

elevated himself into second on the Enduro Cup points table

The PIRTEK-supported PIRTEK Enduro Cup comes to a close on the former Gold Coast IndyCar street circuit on October 23-25.

Coverage of the V8 Supercars' PIRTEK Enduro Cup is carried on the NBC Sports Network.

Check out NASCAR Analyst, Darrell Waltrip's hot lap of Bathurst from a few years ago here: <https://www.youtube.com/watch?v=kLkLtBKUVuo>



This article first appeared in the *Construction Business Owner* ([www.constructionbusinessowner.com](http://www.constructionbusinessowner.com)) - June Edition, it was written by Jamie Vokes -Franchise Training and Support Manager, PIRTEK USA

## Extend the Life of Your Hydraulic Hoses

Know how to properly maintain this vital equipment component

**H**ydraulic hoses keep heavy equipment and machinery working properly year-round. All hydraulic hoses break down, but following a few best practices will extend their life and keep machines working longer and more efficiently.

Hydraulic hose failure is typically attributed to three issues: site damage, wear and tear and contaminated oil in the hydraulic system.

Exposed hoses can easily get struck, severed or crushed by outside objects, such as sharp pieces of steel, concrete or rebar, which causes site damage. When equipment is working in an aggressive environment, such as a scrap yard or a construction site, there is typically an increased amount of site damage.

When the exterior of the hose assembly has been exposed to the elements, wear and tear will occur. The length of time the machinery or equipment is in service also plays a big role in wear and tear of hydraulic hoses. Ultraviolet light can cause the outer, protective cover to become hard, start to crack and fall away. This exposes the steel-wire reinforcement to the elements, which then rusts and eventually leads to hose failure.

Failure to replace hose brackets or clamps during the maintenance of other parts on the piece of equipment, thus exceeding the number of cycles which the hose assembly was designed to carry out or leaving the hose assembly free to rub against parts of the equipment, are also common causes of wear and tear. The life of a hydraulic hose is often measured by the number of times the system cycles.



Contamination failures occur when other parts of hydraulic systems start to break down. For example, these fragments could enter the oil and may not be big enough to be captured by the filter units, but are still large enough to create abrasion of the inner liner. Other causes can include opening the hydraulic system to simply refill the oil, which

allows particles to contaminate the system. Several steps that can be taken to avoid hose failure and reduce downtime are listed below.

- By regularly inspecting your equipment, you will be able to identify any external damage or cuts to the outer cover. When damage is detected,



replace these hoses and consider adding a protective textile or a metal sleeve to protect the hose assembly before the equipment goes back into service. Taking preventative maintenance measures is much cheaper than an unexpected hose failure.

- Consider ways to reduce breakdowns caused by wear and tear. Using a checklist with images during routine maintenance is a great start to making sure everything is working properly. Look for hoses that are rubbing in their clamps, dampness behind the ferrule, rust or oxidization of the fittings, cracked or missing covers and exposed wire reinforcements.
- An easy way to reduce contamination is by following the manufacturer's recommendations regarding the life cycle of components and changing oil and filters. Keeping the hydraulic system clean through regular oil samples will help identify problems much more

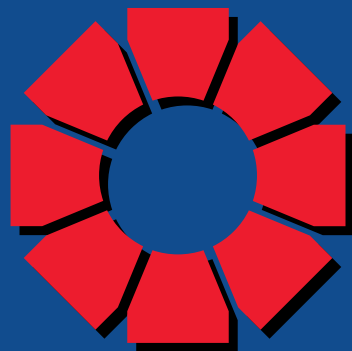
quickly. In some applications, there is a valid argument to place an additional filtration unit into the hydraulic system to maintain a low particle count.

Selecting a suitable vendor to oversee a company's hydraulic-hose assemblies is a crucial step. Good vendors understand that cutting a hydraulic hose with a saw, using metal blades or abrasive wheels, generates a significant amount of heat. The heat will cause rubber dust and metal particle contaminants to stick to the hose tube as it cools. Use a vendor that promotes using matched fittings.

This means that the vendor should use hoses and fittings from the same manufacturer or a suitable combination. Hose assemblies that have been mixed and matched without proper testing can lead to early failure. Also, make sure that the fittings have been impulse tested to the correct SAE requirements.

Preventative maintenance should be at the forefront of a company's routine. Hire a hose provider that believes in cleaning and tagging hoses with a wide range of contamination control options. Following these tips will keep equipment running properly and save time and money. **CBO**

*Jamie Vokes is the director of franchise support for Pirtek, a fluid power system leader in sales and service. Pirtek has nearly 400 units in 23 countries around the world and more than 30 years of experience in the hydraulic and pneumatic hose replacement space. For more information, visit [pirtekusa.com](http://pirtekusa.com).*



**PIRTEK**<sup>®</sup>  
**fluid transfer solutions**



**/PIRTEKUSA**

# PIRTEK Welcomes New Partner from Venezuela With Eye on Miami Expansion



Hydraulic fluid seems to run through Carlos Shortt's veins. Growing up in Venezuela, Shortt became involved with hoses at a very young age, working closely with mechanics and operators in his family's tugboat company. Shortly after graduating from school in 2002, Shortt, now 35-years-old, further developed his unique skill set as he began a lucrative career with Lubricantes y Servicios del Lago C.A. (Luselago), a distributor of Shell Oil, working with the industry giant's lubricants and related products in his native country.

"I have worked with hydraulics and hydraulic fluids daily," Shortt said, speaking from his home in Venezuela. "It's what my background is built on. For the last 10 years, I've been Luselago's Sales Manager in Venezuela, working closely with nearly 600 clients and providing services to major companies around the world. Our company is one of the main distributors of Shell lubricants in Venezuela. So, business to business service has also been a key pillar for me."

But, Shortt has longed to make a bigger impact in the industry. After a co-worker at Luselago went to Australia and worked closely with PIRTEK on several projects in Sydney, he returned raving about PIRTEK's strong business model and commitment to customer service. Shortt, who was looking for an opportunity to expand his company's operations and business activities into the Spanish speaking market in South Florida, immediately saw an open door.

"I've been traveling to Miami all my life, and our family owns property there. We knew the market was underserved and perfectly primed for growth. The opportunity that PIRTEK Doral presents is truly unique. With new growth there, and all the development and construction on the horizon, there is a lot of opportunity there for rapid growth," Shortt said.

After speaking with Glenn Duncan of PIRTEK USA, Shortt came away even more impressed with PIRTEK's vision for the future and opportunity for rapid success.

I know the clients and the work ethics that we need to succeed," Shortt said. "And, we see this as the perfect timing to get into this business, and the growth potential with PIRTEK is unmatched. And, so far, we've been really happy with all the support we've received as well."

Shortt will be transferring to the United States to start-up and direct the overall operations of the PIRTEK Doral location. The company is targeting a late October opening. Once the Doral location is established and running smoothly, Shortt said the corporate group plans to open 2-3 additional locations in South Florida.

"My wife and two boys, who are one-year-old and three-years-old, will be joining me in Miami as well at the end of the year," Shortt said. "Our corporate group wants to leave a legacy for future generations to build upon, and we know that by partnering with PIRTEK USA we will achieve our goals."





# Rapid Response

**ETA 1 Hour On Site**

**Emergency Service**

**24 Hours - 7 Days**

**Qualified Technicians**

**On Site Installation**

**Service & Supply Centers**

**Full Range of Hydraulic  
& Industrial Hoses,  
Fittings & Accessories**



**On Site Hose Service**

**24 Hours - 7 Days**

# PIRTEK TRIVIA QUIZ #34

Answer the question below correctly by Dec. 31, 2015 and you will be entered in a drawing to win a \$200 Visa Gift Card.

To enter visit:

[www.pirtekusa.com/triviaquiz](http://www.pirtekusa.com/triviaquiz)

*Hint: The answer can be found in this newsletter.*

**What ocean did the oil tanker cross after PIRTEK Commerce South delivered the spare hose assemblies to them?**

- a. Red Sea
- b. Atlantic
- c. Pacific
- d. Indian

*Disclaimer: We will choose at random one winner who answered the question correctly.*

ONLY ONE ENTRY PER PERSON. The contest is not open to PIRTEK employees or family members.







Are you a PIRTEK Franchisee or a PIRTEK Customer? Do you use our products in a unique way?

We want to showcase how you are using PIRTEK Product in FLUID Magazine and also your PIRTEK Story. How did you get involved in the company, what do you think of the PIRTEK System, which of our products have got you out of a sticky situation in the past?

Send your photos, the story of your PIRTEK involvement or anything that you think might be of interest to our readers to [pr@pirtekusa.com](mailto:pr@pirtekusa.com) - include FLUID in the Subject line.

We can't wait to hear from you!

## Exclusive Franchise Territories Available

Check out our web site: [www.pirtek.com](http://www.pirtek.com)

<p><b>Atlanta, GA</b> PIRTEK Dobbins 678-244-2790 PIRTEK Norcross 770-209-9494 PIRTEK Red Oak 404-835-6960</p> <p><b>Boston, MA</b> PIRTEK Avon 508-584-9595</p> <p><b>Charlotte, NC</b> PIRTEK South End 704-342-1677 PIRTEK Gastonia 980-320-8484</p> <p><b>Chicago, IL</b> PIRTEK O'Hare 847-640-7789 PIRTEK S. Holland 708-339-4673 PIRTEK McKinley Park 773-526-4673 PIRTEK Naperville 630-300-0809</p> <p><b>Cincinnati, OH</b> PIRTEK Reading Road 513-948-1242</p> <p><b>Cleveland, OH</b> PIRTEK Valley View 216-524-5000</p>	<p><b>Dallas/Ft. Worth, TX</b> PIRTEK Plano South 972-423-1111 PIRTEK Love Field 214-631-8600 PIRTEK Meacham 817-989-6425</p> <p><b>Denver, CO</b> PIRTEK North Valley 303-487-0573 PIRTEK South Valley 720-377-2171</p> <p><b>Detroit, MI</b> PIRTEK Madison Heights 248-336-8000 PIRTEK Sterling Heights 734-728-7000 PIRTEK Westland 734-728-7000 PIRTEK Wixom 517-544-4300</p>	<p><b>Greensboro, NC</b> PIRTEK Piedmont Triad 336-369-2600</p> <p><b>Houston, TX</b> PIRTEK Jersey Village 281-741-2979</p> <p><b>Indianapolis, IN</b> PIRTEK Perry 317-252-0120</p> <p><b>Jacksonville, FL</b> PIRTEK Phillips Highway 904-647-6533</p>	<p><b>Los Angeles, CA</b> PIRTEK Commerce South 323-724-6737 PIRTEK Long Beach 562-426-9219 PIRTEK Inland Valley 909-773-1700</p> <p><b>Melbourne, FL</b> PIRTEK Space Coast 321-504-6006 Miami, FL PIRTEK Doral 305-697-9951</p>	<p><b>Milwaukee, WI</b> PIRTEK Menomonee Falls 262-345-9900</p> <p><b>Minneapolis, MN</b> PIRTEK Burnsville 952-895-5400 PIRTEK Midway 651-641-1414 PIRTEK Plymouth 763-475-0475</p>	<p><b>New Jersey</b> PIRTEK Newark 908-624-9990 PIRTEK South Brunswick 732-940-7333</p> <p><b>Norfolk, VA</b> PIRTEK Lake Wright 757-460-4673</p> <p><b>Oakland, CA</b> PIRTEK Oakland 510-568-5000</p>	<p><b>Orlando, FL</b> PIRTEK Orlando 407-843-3322 PIRTEK Altamonte Springs 407-389-8989</p> <p><b>Philadelphia, PA</b> PIRTEK South Philadelphia 610-586-2290</p> <p><b>Phoenix, AZ</b> PIRTEK Sky Harbor 602-414-4673</p>	<p><b>Pittsburgh, PA</b> PIRTEK Monroeville 412-373-9720</p> <p><b>Richmond, VA</b> PIRTEK West End 804-442-7140</p> <p><b>Sacramento, CA</b> PIRTEK Power Inn 916-737-7777</p> <p><b>San Antonio, TX</b> PIRTEK Broadway 210-822-0800</p> <p><b>San Francisco, CA</b> PIRTEK SFO 650-532-9200</p> <p><b>Seattle, WA</b> PIRTEK Kent 253-872-4646 PIRTEK Woodinville 425-486-6653</p> <p><b>St. Louis, MO</b> PIRTEK Overland 314-423-4600 PIRTEK Fenton 636-600-1981</p> <p><b>Tampa Bay, FL</b> PIRTEK East Bay 813-247-6139</p> <p><b>Tucson, AZ</b> PIRTEK Palo Verde 520-838-0199</p> <p><b>Washington, DC</b> PIRTEK Rockville 301-910-4673</p>
--	--	---	---	--	---	--	---



# FLUID



Produced and published by



[www.bammedia.com.au](http://www.bammedia.com.au)