

# FLUID



JANUARY 2016

## ACTION FROM PIRTEK SNOOCROSS NATIONAL!



INSIDE:  
MEET NEW FRANCHISEES

MAKING A DIFFERENCE:

FLUID SOLUTIONS  
OF A DIFFERENT KIND

WE'RE GOING  
TO THE  
INDY 500!





## Premium Hydraulic Oil

*Available in Stores and by On Site Service*



PIRTEK Hydraulic Oil is recommended for use in industrial and mobile applications where either mild or severe operating conditions exist.

The mineral based hydraulic oil contains rust and corrosion inhibitors as well as anti-wear additives to ensure protection of equipment and pumps operating under severe and high pressure systems.



- Advanced Anti-Wear Protection
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- Unique Corrosion Technology
- Enhanced Oxidation Inhibitor System

ISO Grades 32, 46 and 68

*Available in convenient to carry 2½ gallon containers and in 55 gallon drums for bulk users.*

# WELCOME



Welcome to 2016 and what a year it promises to be throughout PIRTEK USA. I hope that everybody had an enjoyable, but above all a safe holiday season and wonderful Christmas.

We're so excited about 2016 and what it can bring for our businesses in the USA. We've been making some solid strides in many areas and have grown throughout 2015 to be in 58 locations. This certainly will provide our customers with an even better rapid response time.

The product change out has commenced and we are in the process of updating our offering with a view to delivering a new era of high quality products that gives us the advantages that come from a global supply, along with product consistency across several markets.

Our team is working to update the catalogs to reflect these changes as they come online.

We ended the year with a very exciting announcement that we'll be going to the Indianapolis 500 with Matt Brabham as the major sponsor of PIRTEK Team Murray. This edition of FLUID will touch on that association in much deeper terms, but we're thrilled that we can use the platform of the world's biggest single day sporting event to drive our expansion in the US market.

Involving veterans in the PIRTEK system is something that has been close to us in the United States over the years, through associations with organizations like VetFran - and indeed, we're honored to have a number of veterans among our franchisees and their staff - so through PIRTEK Team Murray to have an association with Taya Kyle and the Chris Kyle Frog Foundation is something that will allow us to connect with a far broader audience in the US.

## FRANCHISES FOR SALE, THE ONLY FRANCHISE OF IT'S KIND

Over the coming months, the development team will be actively advertising and promoting new areas and territories that are available to expand the PIRTEK foot print across the USA. On the back of a healthy network of existing Service & Supply Centers, there are some great opportunities. So don't miss out, go to [www.pirtekusa.com](http://www.pirtekusa.com) and register your interest with us today.

Best Regards,

Glenn Duncan





## VETERAN EMPLOYEE LEADS PIRTEK TO FOSTER IN NASHVILLE, TN

Bill Lesswing knows hydraulic hoses. Hydraulic repair has become such a passion for him that it's even reflected in his personal email address, [hydraulicchase@msn.com](mailto:hydraulicchase@msn.com)!

It's a passion that began when Lesswing was just 17-years-old. That's when he first entered the United States Air Force, working as an aerospace ground equipment mechanic. Following the completion of his service to our nation, Lesswing worked for Delta Airlines and several other companies in the mechanical and hydraulic industries. He joined PIRTEK in 1999 in the Dallas-Fort Worth area, and has been a loyal employee of the franchise for over a decade, serving as a manager at multiple locations in the market.

Now, Lesswing is taking the next step in his PIRTEK journey, by partnering with the brand to open the first PIRTEK Center in the Nashville, Tennessee market. His expertise as a longtime employee and strong brand steward will serve PIRTEK well in this rapidly expanding market, which he selected based on the strong growth potential it offers.

"I joined PIRTEK in 1999 after reading an ad in the newspaper. Our location was the first franchise in the Dallas-Fort Worth area and although I had done hydraulic repair in the past, it was a very inconvenient process. If I had been able to call PIRTEK it would have been more efficient. The value PIRTEK provides to clients really clicked with me. And, the beauty of opening my own store now is that I am not just a businessman; I know everything there is to know about PIRTEK. So, when I go out and sell the brand, I can sell stories from my own experiences," Lesswing said.

Lesswing also said his lengthy experience with the PIRTEK brand gives him a unique advantage as



he opened the Service & Supply Centers doors last November.

"It's very important to me that when clients call a PIRTEK Center in Nashville or Dallas or San Francisco, it will be the same experience and product. I am focused on uniformity. When you open a franchise, the business is almost like a marriage, because they take care of things that I can't. I think franchising is the best thing out there," Lesswing said.

Lesswing, whose family will finish out the school year in Dallas before joining him in Nashville, plans to eventually open multiple PIRTEK locations in the market, and is excited about expansion.

"We're focused on growth, and this market is primed for it," Lesswing said. "The demand for PIRTEK's services here helps put us on the fast track to success."



### FRANCHISES FOR SALE

The only franchise of its kind.



*"When the operation can't afford to be down—no matter what time of the day or night, PIRTEK is the right solution—the only solution."*

John & Alison Abercrombie, Owners  
PIRTEK Gulfgate - Houston, TX

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Not By Yourself**

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

# PIRTEK LAKE WRIGHT PROVIDES HOSE ASSEMBLIES TO LAUNCH GPS TAGS



In 2010, a customer walked into PIRTEK Lake Wright's shop for advice on a hose design for their law enforcement technology. The Service & Supply Center located in Virginia Beach, provided hose assembly recommendations to manage the compressed air requirements to reliably launch the customer's GPS tag during high-risk pursuit situations. These situations range from human and drug smuggling to DUIs, traffic infractions

and stolen vehicles.

Here's how it works: The system relies on a compressed air launcher mounted in the car's front grill. The launcher holds the GPS projectile tracking tag. PIRTEK Lake Wright provided the 6' hose assembly used to reliably launch the tag. Using the compressed air launcher, it then launches a GPS embedded tag at a pursued suspect/vehicle. The tag adheres to the vehicle whether moving or stationary, then transmits

its location in near real-time back to law enforcement officials.

Now six years later, PIRTEK Lake Wright continues to provide the hydraulic assemblies to the customer, which assists them in providing their patented technology to law enforcement. PIRTEK is pleased to be an important component supplier to a technology that empowers law enforcement to reduce risk and uphold community safety in dangerous situations.





# NEW AUSTRALIAN PARTNER LEADS HOUSTON EXPANSION



John Abercrombie has such faith in the PIRTEK brand and business model that he has gone all in to pursue his dream. For the last 23 years, he's seen his family's hydraulic equipment manufacturing company, Longwall Hydraulics, grow to surpass 50 employees in his native Australia. Abercrombie has served as the company's managing director for most of his career.

"Through that business, we worked a lot with PIRTEK Australia for our hydraulic hose repair needs," said Abercrombie from his newly adopted city of Houston, Texas. "After visiting the U.S. a few times with my family, we decided we wanted to make the move and start a business of our own."

Over the years, Abercrombie had worked closely with PIRTEK

in Australia through Longwall Hydraulics, and always had a great experience with the company. With PIRTEK developing the U.S. market, he saw an opportunity he couldn't refuse.

"I just felt that PIRTEK is a really unique business opportunity," said Abercrombie. "When we decided to make the move to the U.S., it made sense to help PIRTEK grow in the Houston area. With my background in hydraulics, and the bustling construction, gas and transportation industries, there is a massive opportunity to bring a much-needed service to the area."

Before making the intercontinental move, Abercrombie, his wife and his two teenage sons had to go through an immigration process that, at times, could be nerve wracking. They sold their home, quit their jobs and pulled their kids out of school before their visas were even approved, showing they were fully committed to fulfilling their dream of business ownership in the United States.

After putting their lives in Australia on the line for this once-in-a-lifetime opportunity, the Abercrombie family couldn't be more excited about the new road ahead. "My family and I are thrilled to settle in Houston, build a business and provide job opportunities in the community," said Abercrombie.

The children have now begun school in Houston. Abercrombie and his wife, Alison, are looking forward to growing their PIRTEK USA Service & Supply Center on the Southeast side of the city, with plans for expansion in the near future.

# PIRTEK SOUTH AFRICA GOES ON TOUR



In September, PIRTEK Southern Africa took part in the Change a Life Cycling Tour, which raises money to go towards combating the scourge of crime and make for a more hopeful future for all South Africans.

The brainchild of Computershare, it invites executives from top companies to take part in the event - which, aside from working to better

the community - provides excellent

This year Pirtek Southern Africa was fortunate to get an invite for our Managing Director, Kieron Goss, and our Financial Controller, Arnold Pienaar, to participate in the tour. It gave us an opportunity to contribute to the charity but also to network and get the Pirtek name on the lips of some influential business

executives.

The 335mi (540km) tour took started at Victoria Falls and ended at Lake Kariba in the Zambezi River Valley. Tour de France stage winner Robbie Hunter and multiple Duzi marathon winner Martin Dreyer were part of the tour. The evening consisted of a celebrating gala dinner with an African Island theme.

## THE CAPTAIN MEETS THE CAPTAIN!

PIRTEK New Zealand is the naming rights partner of the national representative Rugby League team.

When the V8 Supercars visited Auckland for its annual round in New Zealand, the New Zealand Kiwis Captain, Simon Mannering had the opportunity to tour the PIRTEK-backed DJR Team Penske Ford garage.

The event co-incided with team owner and one of the world's most renowned automotive and motorsport gurus, Roger Penske being in the country at one of his very few event visits in 2015.

The Captain, as the American is known, got to meet 29-year-old Mannering and personally show him around the garage.





JIM HART  
SAN FRANCISCO, CA



Jim Hart has been within PIRTEK USA for nearly four years now servicing the San Francisco market. From dodging rhinos while fixing a gate at a zoo to fairground attractions, there isn't much that Jim hasn't seen in his area - but he still manages to learn something new every single day.

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

Jim Hart: I saw an advertisement for PIRTEK USA in Entrepreneur Magazine

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

JH: A Business to Business target market as opposed to a consumer product

**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?

JH: All owners genuinely want all franchisees to be successful and are always available to help and answer questions. The same is true with the support from corporate, there is not that "us against them" mentality you hear about regarding some consumer based franchises.

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

JH: The obvious response of owning your own business and controlling your own destiny will always be at the top of the list. However, now that PIRTEK USA is owned by PIRTEK Australia, there is an increased level of investment and wanting to grow the number of centers around the country. This is a good time to be a PIRTEK Franchise Owner.

**FLUID:** Before getting into the PIRTEK way of life, what industry(s) were you involved in?

JH: I spent 35 years in the consumer electronics and computer accessory industry selling to distributors and big box retailers.

**FLUID:** How easy was it to become



**familiar with the PIRTEK system and become a business owner in a new industry?**

JH: There was definitely an adjustment period, I came from a “white collar” sales and marketing background, where you make appointments in advance to make a formal sales presentation.

The PIRTEK sales call is a “blue collar” call. You are going into a service garage with no appointment, looking for the guy with the dirtiest hands to start the questioning process to eventually get you to the decision maker.

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

JH: Any business takes several years to get established and we have reached the tipping point that will allow us to achieve both our short and long term financial goals.

We are in the customer service business, so the praise and accolades we receive from our customers is always rewarding.

And - every day is different. Even though the process and products are consistent, you never know what opportunities lay ahead.

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

JH: Do your homework. Each market is different and presents its own unique challenges. Make sure you understand the customer base and the competition. After that, be prepared to work hard and have fun!

**FLUID: Can you identify some of the best things about owning a business under the PIRTEK banner?**

JH: As we developed our market, our competition has helped establish PIRTEK as the experts in metric and the other not so common fittings. They are literally sending customers to us. On top of that, PIRTEK is an international brand. This is a

clear differentiator from most of the domestic based mobile hose competitors.

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

JH: The saying “you learn something new every day” clearly applies to owning a PIRTEK franchise. The hydraulics industry is extremely diversified and you encounter different challenges every day in the process of helping solve your customer’s problems.

**FLUID: PIRTEK is known for how dynamic and adaptable it's product range is - surely you have some stories about unique uses product or sticky situations you or your staff have found themselves in?**

JH: Here is just a small sampling of unique jobs we have had over the

years:

- We had an after hours call to repair some hoses on a carnival ride so it can be closed up and moved to the next location.
- Building hose assemblies for cruise ships. These are particularly challenging and involve advanced detailed communication to ensure we have the right parts available to complete the project, usually within a few hour window while they are in port.
- Repair the hydraulic door/gate system at the Asian Rhino exhibit at a local zoo.
- Fabricate two 50 foot hoses the day after Thanksgiving so that a local robotics company can operate its robot at a competition in Las Vegas
- The most frequent call is the emergency hose repair so our customer can move a piece of equipment from the middle of the road or off of a jobsite.





PIRTEK will be on the grid of the 100th Indianapolis 500 with a new American/Australian outfit known as PIRTEK Team Murray.

The driver will be Matt Brabham - the 21-year-old Grandson of three-times Formula 1 World Champion, Sir Jack Brabham and son of four time IMSA Champion, Geoff Brabham. Both Jack and Geoff ran at Indy - four and 10 times respectively, meaning that Matt's starting of the race will see the Brabhams become only the third family to have three generations start the event, the other two being the Vukovichs and the Andrettis.

PIRTEK Team Murray is the brainchild of long time friend of PIRTEK, Australian motorsport entrepreneur, Brett Murray. 'Crusher', as he is known from his days touring the States with an Australian Gridiron team, has had a heavy involvement in the IndyCar paddock over many years, being involved with the now defunct PacWest Racing team that started the career of IndyCar Champion, Scott Dixon and as the head of promotions for the IndyCar race on the streets of the Gold Coast for nearly 20 years.

"It's been my dream to run a car in the Indy 500 and one day was sitting thinking about it and thought, 'why

not?'" Murray said. "With 2016 being the 100th Indy 500, I could think of no better platform and I'm thankful that Glenn Duncan and the team at PIRTEK USA shared the vision that I had and have Dared to Dream with me to give young Matt an opportunity on the world's biggest stage."

Glenn Duncan outlined that the Indy 500 sponsorship will be a leader to promote the PIRTEK franchise system to the US market as a viable career and business option.

"Many people often dream of owning their own business and everyone wants to guarantee a



## MEET MATT BRABHAM

BORN: Boca Raton, Florida

DOB: February 25, 1994

LIVES: Indianapolis, IN; Gold Coast, Australia

- \*Grandson of 3-time World Formula 1 Champion, Sir Jack Brabham
- \*Son of Geoff Brabham - Le Mans 24 Hour winner; 4-time IMSA Champion
- \*Mother Roseina is a multiple Australian Jetski Champion and was at the height of the American Tour when Geoff was racing in the US
- \*Started racing karts in Australia in 2001 before moving into circuit racing
- \*Moved to the US in 2012, winning the USF2000 category
- \*Matt set new records in the Pro Mazda Road to Indy development class in 2013
- \*2014 moved into Indy Lights, winning the Indy Road Course race
- \*Raced throughout the Verizon IndyCar Series Mazda Road to Indy ladder system with the Andretti Autosport team - creating a rare fusion between two racing dynasties
- \*In 2015, Matt raced a variety of categories including the FIA Formula E World Championship; Indy Lights; Stadium Super Trucks; Asphalt Late Models and had a testing program in IndyCar and also with the Audi factory DTM (German Touring Car) squad





financial security for their family long term, so from our perspective the concept of Crusher Daring to Dream to have his own team at Indy really fits with how we will promote the concept of a PIRTEK franchise," said Glenn.

"PIRTEK traditionally has been aligned with sponsorships that give young people a go and this is giving a tremendous opportunity for Matt Brabham to take part in one of the greatest sporting events on planet earth."

Living in Indianapolis, Brabham raced and tested a variety of racecars throughout 2015 and throughout the Month of May drove passengers in a two seater IndyCar at Indianapolis Motor Speedway. A company based at the Indianapolis Motor Speedway employs Matt to regularly complete roadcar passenger rides at the track. All of this ensures he has done a number of laps before qualifications for the race proper start.

In 2014, Matt won the Indy Lights event at the Angie's List Road Course Grand Prix before narrowly missing out on winning the Indy Lights prelude to the 500 on the 2.5 mile superspeedway in the closest finish ever in an Indy Lights race.

The Angie's List Grand Prix is part of the 2016 PIRTEK Team Murray IndyCar program.

PIRTEK Team Murray has a technical alignment with KV Racing Technology, who won the Indy 500 in 2013 with Brazilian Tony Kanaan. KV is owned by Australian billionaire, Kevin Kalkhoven and 1996 IndyCar World Champion, Jimmy Vasser.

Adding a further element to the program is a charity partnership with the Chris Kyle Frog Foundation, the Foundation launched in honor of the famed American Sniper, Chris Kyle.

With the Indy 500 held on the Memorial Day Weekend, PIRTEK Team Murray will welcome military and first responder families to be part of the celebration under the auspices of the Foundation.

Chris Kyle's wife, Taya is the official Team Ambassador and the team will raise money for the Foundation through its merchandise program and other activities.

The launch of the stunning looking car took place at the Performance Racing Industry (PRI) Show in Indianapolis and was livestreamed on IndyCar.com.

Between now and the race, Matt will take part in a simulator program that will ensure he is best prepared for the two event, whilst the team is working hard commercially with PIRTEK USA to deliver business-to-business opportunities around the World's biggest single day sporting event through new partners brought on board the team.



## INDY 500 SNAPSHOT

- The world's biggest single day sporting event - over 400,000 people in attendance
- 100 million-plus viewers around the globe from international coverage, news and shoulder programming
- The race and subsequent programming is syndicated in over 140 countries and broadcast to 200 million homes
- 16,000-plus articles written about the 500 with an impression rate exceeding 30 billion
- USA Today readers voted the Indy 500 as the #1 bucket list event in the world
- Sports Illustrated named the bottle of milk drunk by the winner as the coolest prize in sport
- Speeds will exceed 240mph and Matt Brabham will feel G-Forces of over 4.0 in the corners
- The ABC Network has broadcast the Indy 500 for over 50 years
- The Indy 500 carries the biggest prize purse in world motorsports



## MEET THE FRANCHISEE

Meet one of the newer PIRTEK franchisees, Gregory Shideler who has been operating PIRTEK Kent in Washington for eight months now, having taken control of the outlet from a previous owner.

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

Gregory Shideler: I was introduced to PIRTEK via a business broker. PIRTEK Kent had recently been listed by the previous owners, and I was looking for an existing operating business to purchase.

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

GS: There were four main factors: 1) I felt I could easily understand how the company makes money and the value it offers to customers; 2) I felt I could afford the size of investment; 3) the income from the business was attractive vs. the investment; and 4) I could see the scope for significant expansion in the Seattle area.

**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?**

GS: The mission at PIRTEK is to deliver outstanding customer service, and the whole organization is set up to deliver that. The passion that underpins that customer service drive is what unites us. The customer that needs a hose at 3am gets treated as if they were an extension of our family. There is a bond that comes from being in a team that can deliver that kind of service.

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

GS: The Seattle area is very competitive in the hose space. With PIRTEK I have a unique selling point with the mobile units, and ability to delivery hose in a short amount of time. The other aspect I like is that there is a proven business model I can rely on, as well as support of PIRTEK USA in Florida.

**FLUID: Before getting into the PIRTEK**



**GREGORY SHIDELER**  
KENT, WA

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

I have been in the commercial fishing and oil and gas industries. I have been the customer that needed to have hoses made, and sometimes in an emergency setting.

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

GS: I had the advantage of purchasing an existing franchise. It has been relatively simple for me to get started, but there is still a lot for me to learn.

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

GS: So far I have been working my tail off, and I am OK with that. The main benefit is that I am building equity into my own company, and can be my own boss.

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

GS: Make sure you have enough working capital to get you through the

start-up phase. Also, it's important to be willing to go out and talk to customers.

**FLUID: Can you identify some of the best things about owning a business under the PIRTEK banner?**

GS: High quality product, and support from franchisor.

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

GS: Owning and running a business is hard work. I try to value the contribution and hard work of all my staff, and to treat them fairly. My goal is to develop a great team, competent and motivated to work hard for our clients. I still make mistakes, but I am learning lessons every day.

**FLUID: PIRTEK 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?**

GS: Funnily enough, on the day we're doing this Q&A, we got a call at 3am from a car hauler, and 45 minutes later, Logan my MSST was on the job getting him back up and running. By 8am he had done 3 jobs. That is what this is all about.





## Pressure Gauges

*Pre-packaged and in Stores Now*



**12 Different Gauges  
Ranging from 0 to  
10,000 psi**

- Stainless Steel Case & Bezel
- Brass & Phosphor Bronze Bourdon Tube
- Stem Mount / Bottom Entry
- Dual Scale PSI & BAR
- Accuracy + 1.6% FSD
- Temperature Range -40° to 180°F
- Brass 1/4" Male NPT Connection

***2 1/2 Inch Durable Glycerin Filled  
Pressure Gauge***

**A**frica was regarded the last frontier for adventure and exploration during the colonial rule. Today, it's the polar seas, the Arctic and the Antarctic, that have not been invaded by mass tourism – yet.

Only a few years ago, it was daunting to travel to its far reaches, but today, for a hefty sum, one can step on the North Pole or South Pole – and proudly proclaim oneself an adventure tourist.

The land of the midnight sun offers some of the most scenic and finest wildlife experiences in the world. The most accessible parts of the Arctic are the seas between northern Canada, Greenland and the Svalbard archipelago in Norway. Thanks to modern travel, one

can fly from Oslo to Longyearbyen, the largest settlement in Svalbard in Norway, by commercial jet and then approach 80 degrees N latitude by ice class ships, which offer adventure tourists some of the most magnificent vistas of the polar world.

With glaciers and ice caps covering 24,000 square miles, Svalbard is one of the largest glaciated areas in the Arctic with 2,100 named glaciers. In comparison, the Himalayas only have 380 glaciers. The climate in the Arctic is currently warming at a faster rate than observed elsewhere on earth and future projections suggest that in 60 years, there may be no glaciers left.

Polar travel can be daunting, exhilarating and often disappointing, primarily due to unpredictable weather

conditions. Like the weather, spotting wildlife can also be a hit or miss, depending on how lucky you are.

### **Trekking The Tundra**

My polar adventure began the moment I boarded the Russian registered expedition ship, Akademik Sergey Vavilov, in Longyearbyen, Spitsbergen. I had traveled on this same ship to Antarctica two years ago. It's an ice class vessel capable of cutting through loose floes (sheets of floating ice).

The Arctic Ocean is a frozen landmass that extends across six million square miles in winter and drops to 145,000 square miles in summer. There is increasing evidence that it has shrunk over the past few years. The rigid ice cap

# Polar Bears And Rivers Of Ice

**Swap South Africa's summer for the extremes of the polar world. The Arctic offers adventure tourists some of the most magnificent vistas and wildlife experiences.**

**WORDS AND PHOTOGRAPHS** RAMDAS IYER



is sometimes 50 feet thick. When it melts, it creates floes and icebergs that can block shipping lanes – remember how the Titanic sank?

The 70-odd passengers in the vessel with me embarked on daily boat expeditions, 10 per boat, to visit bird cliffs, track polar bears and walrus, land on isolated beaches or enjoy tundra walks of up to three miles. In doing so, we observed polar bears feasting on seals, pods of walrus on the beaches, cliffs with over 500,000 birds and rare arctic foxes. Trekking on the tundra, a frozen, barren land, with only peat and moss growing for months in a year, provided

me a unique perspective on the ecology of the arctic lands.

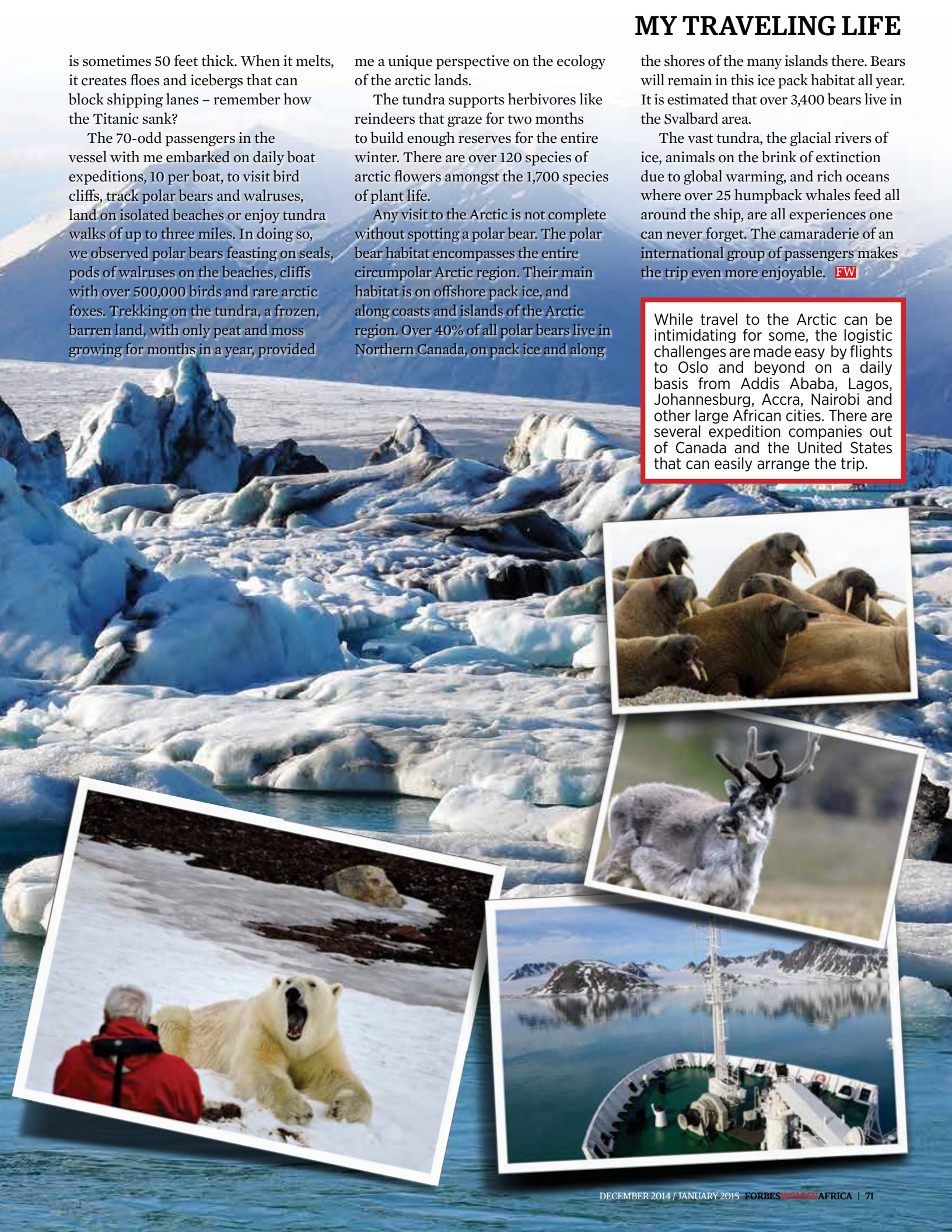
The tundra supports herbivores like reindeers that graze for two months to build enough reserves for the entire winter. There are over 120 species of arctic flowers amongst the 1,700 species of plant life.

Any visit to the Arctic is not complete without spotting a polar bear. The polar bear habitat encompasses the entire circumpolar Arctic region. Their main habitat is on offshore pack ice, and along coasts and islands of the Arctic region. Over 40% of all polar bears live in Northern Canada, on pack ice and along

the shores of the many islands there. Bears will remain in this ice pack habitat all year. It is estimated that over 3,400 bears live in the Svalbard area.

The vast tundra, the glacial rivers of ice, animals on the brink of extinction due to global warming, and rich oceans where over 25 humpback whales feed all around the ship, are all experiences one can never forget. The camaraderie of an international group of passengers makes the trip even more enjoyable. **FW**

While travel to the Arctic can be intimidating for some, the logistic challenges are made easy by flights to Oslo and beyond on a daily basis from Addis Ababa, Lagos, Johannesburg, Accra, Nairobi and other large African cities. There are several expedition companies out of Canada and the United States that can easily arrange the trip.





# LONG BEACH GOES 'UNDERGROUND' FOR CLEAN WATER IN AFRICA



PIRTEK Long Beach has engaged in a phenomenal community project in Mozambique named Water Underground, which has attracted the interest and input from people such as Basic Instinct star, Sharon Stone.

Water Underground is a not-for-profit that aims to bring clean and safe drinking water to the rural communities of Africa, focusing on Mozambique.

The founder of Water Underground - a Long Beach local, Justin Arana - has been able to cut through the red tape that typically surrounds such initiatives in less developed countries to deliver a very unique model.

100 percent of the funds that are donated to Water Underground go directly into delivering clean and safe drinking water to the communities it serves. The operations of the organization are funded by separate and private backers that share the founder's vision.

Donors to the program can follow the progress of the water project benefitting from their donations through the receipt of GPS coordinates, statistics of the village and where they are getting their bad water, real time drill updates with photography, meeting the people

of the community and an online video feed of when water is struck and again during the presentation ceremony when the locals get to taste clean water for the very first time.

PIRTEK Long Beach is assisting in funding a well in Chibanane, Mozambique - which has never, ever seen clean water...

Please, take a moment to ponder that.

The Water Underground team consider Chibanane as one of the most difficult they have worked on considering the location, but also it requiring the deepest drill to find clean water they've encountered.

PIRTEK Long Beach franchisee, Paul Martin was drawn to the project due to a professional relationship between his wife, Marian and the founder's mother - who teach together at the Temple Israel Torah Center.

"We see Water Underground as Fluid Transfer Solutions - but with a different spin," said Paul with a smile. "It's a fascinating project and the way that you can follow each step has shown us some of the interesting challenges the Water Underground team faces in trying to bring clean and safe water to these communities.

"One of the major challenges on







the project we've contributed to was the vehicle carrying the drill got stuck on a road on its way to the village. They were able to finally get the drill to the community."

Paul sheepishly admits that being a PIRTEK franchisee saw him look a little deeper than most at the photos and video sent to them....

"While watching the videos, I couldn't help but notice the hydraulic lines," Paul laughed with his tongue firmly in cheek.

Water Underground is the brainchild of a young, Long Beach, CA entrepreneur, Justin Arana.

A surfing trip post his International Relations degree through Mozambique saw Justin accompany a family to collect their drinking water from a filthy puddle and he was immediately drawn to how unhealthy and dirty the water was. Further investigation at a local hospital uncovered that the majority of those being treated were there due to water-borne diseases like cholera.

Having traveled to Darfur as a medical aid volunteer during the Sudan genocide, he reached out to a group of associates highlighting to them that just \$6,000 could allow a community to dig into an aquifer of clean water right in the center of the community. This would have the

additional positive effect of allowing children to go back to school (rather than accompanying their mothers for six hours per day to get water) and provide one of the true necessities of life - clean water.

Overnight, an investor came through and the well for clean water was installed at the local school. Instantly, it had a further effect of attendance doubling at the school.



The schools tend to be the common place for Water Underground to install a well as it is a central community point for families. An oversight committee is established to ensure maintenance takes place and water is distributed in a fair and efficient manner among the community.

Throughout his adventures, Justin was documenting through video and photo. Enter Hollywood star, Sharon Stone. Stone is an advocate for women with HIV and AIDS throughout Africa and many of the on-going diseases that afflict young children of HIV infected mothers come as a result of formula being mixed with unclean water.

To get a better understanding of how disease could be reduced through clean water she came across Justin and Water Underground. Seeing his videos, Stone encouraged him to develop a feature length documentary. Ultimately, she became the Producer and My Name is Water was born.

Stone continued to collaborate with Arana on the film, with its

premiere coming at the Hollywood Film Festival in October 2014 (Launch interview: [https://www.youtube.com/watch?v=\\_bQ8fHP2S0o](https://www.youtube.com/watch?v=_bQ8fHP2S0o)).

Above all, Water Underground aims to focus on sustainable projects that promote self reliance among those communities. Through the project rollout and regular checks of the community development, it delivers not only clean water but an infrastructure that allows the community to develop together.

Paul and Marian Martin are proud of the support they have put forward for the Water Underground project in Chibanane, particularly with the connection it has with their business.

"At the end of the day, Fluid Transfer Solutions can mean something so much more than moving hydraulic oil around - and that's something we, as a franchise and as franchisees are most proud of," Paul concluded.

To find out more about Water Underground visit [www.waterundergroundproject.org](http://www.waterundergroundproject.org).



# PIRTEK Snocross National Raises Company's Profile Amid its Robust Growth and Expansion



It's common enough to see the tall PIRTEK USA Mobile Service Vehicles drive around their communities to perform on-site maintenance and hose replacement. But the company is helping another kind of vehicle get some mileage as well: snowmobiles flying through the air as they race up hills and speedover race tracks.

The fluid transfer solutions company was the title sponsor of the PIRTEK Snocross National in Minnesota held recently at Canterbury Park in Shakopee, Minn. The event was one segment of the AMSOIL Championship Snocross Series powered by RAM that takes place in locations around the country during the winter months. It's the second consecutive year PIRTEK has supported the AMSOIL series and served as a title sponsor.

As a sponsor, PIRTEK USA also provides preventative maintenance and other as-needed services for the Prinoth machine, a treaded, tank-like vehicle that grooms the snow on racing tracks. In return, the equipment is emblazoned with PIRTEK branding as it rearranges tons of snow on tracks to prepare for the high-performance competitions.

Craig Heitkamp, a multiple PIRTEK franchise owner in Minnesota, has worked the track-grooming equipment for many years. For more than 10 years, he has also sponsored the Hentges Racing Team that is participating in all eight races in this year's series. The team includes Kody Kamm, who entered the Minnesota event tied for first place in the AMSOIL Championship Snocross Series.

"The equipment sustains a whole lot of stress and needs someone

on hand to help with fluid transfer services," said Heitkamp. "It works in extremely rough conditions, so it can break down during the course of its long hours of track grooming. We're around to make sure they stay up and running."

PIRTEK USA's sponsorship of these races is part of a strategy to raise visibility as the company continues its robust growth throughout the United States. Headquartered in Rockledge, FL, the U.S. branch of the international franchise company has 57 locations and is planning to add





more.

PIRTEK is the only franchise of its kind in the United States. Customers whose hydraulic equipment is idled suddenly because of blown hoses can call PIRTEK, which dispatches technicians in specially-equipped Mobile Service Vehicles to provide on-site service, repair and replacement. In business for more than 30 years, the company has more than 400 locations in 23 countries around the world.

The PIRTEK Snocross National at Canterbury Park received ample coverage by CBS Sports Network, social media livestreaming, and several other news outlets. The winter competition combines the thrilling jumps of motocross with high-performance snowmobiling.

“There was a lot of excitement in the air during that competition,” said Heitkamp, who also owns a PIRTEK USA franchise in North Dakota. “It’s well worth the time and resources we put into it. Helping this track stay world-class is a responsibility we’re happy to take on.”

In addition to its Snocross sponsorship, PIRTEK USA also is involved in the 100th race of the Indianapolis 500 in May, where a car will prominently display the PIRTEK logo. The company recently announced the formation of PIRTEK Team Murray, named for owner Brett Murray. The team features Indy car driver

Matt Brabham. Working with the PIRTEK USA team is the Chris Kyle Frog Foundation, named after the famed American Sniper. Kyle’s wife, Taya, is the team’s official ambassador.

“These major events are enhancing our visibility, significantly,” said Gwyn T. O’Kane, CFE, Vice President of Franchise Development. “As our company continues its expansion across the United States, we also want to see the brand grow and become more familiar to the public. That’s part of our strategy. It’s also rewarding and fun to be involved in events like these.”



# PIRTEK TRIVIA QUIZ #35

Answer the question below correctly by March 31, 2016 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 PIRTEK Center provided hose assemblies for the GPS projectile tracking tag?**

- a. PIRTEK Foster
- b. PIRTEK Avon
- c. PIRTEK Lake Wright
- d. PIRTEK West End

*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)

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