



BUYERS

G U I D E



THROTTLE[®]
a product of Matrix Imaging Solutions

Throttle delivers the best customer experience through personalized end-to-end customer engagement across all channels from acquisition through retention.



Contact us today to find out
how you can get the

**FIRST MONTH
FREE ON US!**

Scan here to watch
our video and
schedule a demo.



throttlesales@matriximaging.com

Offer available on Throttle's Bundle Program.

CUSTOMER TESTIMONIAL

“In the current automotive climate, with car counts decreasing, we use Throttle to retain our current customer base and also bring lost customers back in the door. The bundle program ensures that we stay top of mind with all our customers and drives additional revenue. You **CANNOT** afford to do business without Throttle.”

Sel Scherer

10 Location Owner – Precision Tune Auto Care



INTRODUCING THE DSD4000 EVACUATOR

Revolutionizing Fluid Evacuation in Automotive Maintenance

Devon Industries is proud to unveil the DSD4000 Evacuator, a groundbreaking solution designed to streamline and enhance fluid evacuation processes in automotive maintenance. This state-of-the-art machine is engineered to meet the demands of modern service centers, offering unparalleled efficiency, versatility, and ease of use.



*Single
Static Unit*



*Dual
Static Unit*



*Portable
Unit*

Devon Industries provides extensive support and resources to ensure the optimal performance of the Evacuator. The product page includes detailed manuals, instructional videos, and technical support to assist users in getting the most out of their investment. Additionally, the Evacuator's design emphasizes safety and reliability, with thorough guidelines for installation, operation, and maintenance.

Unmatched Efficiency

The Evacuator is a game-changer in the industry, capable of evacuating up to 12 quarts of oil from almost any vehicle in under four minutes. This performance is achieved without the need to remove most skid plates or drain plugs; significantly reducing claims, improving service times, and increasing the daily car average for service centers. Whether it's oil changes, power steering services, or differential services, the Evacuator handles it all with remarkable speed and precision.

Versatility and Adaptability

Equipped with adaptive hoses, the Evacuator is designed to service a wide range of vehicles, making it an indispensable tool for any automotive maintenance facility. The static machine can be installed beside or between bays available in single and dual configurations and the portable machine provides shops without pits the ability to maneuver the unit around with ease. These flexible installation options suit nearly all shop layouts.

User-Friendly Design

Ease of use is at the core of the Evacuator's design. The intuitive interface and straightforward operation ensure that technicians can quickly master the machine, minimizing training time and maximizing productivity. The Evacuator's robust construction and reliable performance make it a trusted partner in any high-volume service center.



With the Evacuator, Devon Industries continues to lead the way in innovative solutions for the automotive maintenance industry.

For more information, or to see our operational video and view our install and operation manual, visit www.devonlube.com.



DOUBLE-WALL CONTAINMENT

For all your automotive oil and lubricant storage needs.

- Designed to store diesel and bio fuels, motor oil, used oil, ATF, DEF and heating oil, class II and class III combustible fluids
- Outer tank holds 110 percent of inner tank
- Up to 50 percent lighter than conventional steel tanks
- Easy to install and compact design
- Exceeds industry standards/UL2258 Certified
- Compliant with NFPA 30/30A
- Low-cost
- 30-Year warranty
- Leak-proof and will not corrode



www.RothLubeTanks.com 1.888.266.7684



Contents

8

**Alphabetical
Index of Products**

11

**Premium
Company Listings**

31

**Upgraded
Company Listings**

33

**Standard
Company Listings**

34

**Advertising
Index**





PERFECTING THE SCIENCE OF SHINE

From micronized carnauba to the latest graphene and ceramic formulas, our full spectrum of BRIGHTLINE professional car appearance products has everything you need to make your customers' cars – and your business – shine. So whether you run an automatic, self-serve or hand-wash and detail operation, make the smart choice with BRIGHTLINE.



See the full line of insanely advanced BRIGHTLINE car appearance products exclusively at MIGHTYAUTOPARTS.COM/BRIGHTLINE

BRIGHTLINE
CAR APPEARANCE PRODUCTS



**YOU BUILT A NEW SHOP.
YOU LOST YOUR PRIMARY VENDOR.
YOU SIMPLY NEED TO MAKE A CHANGE.**

Running a quick lube operation is not for everyone. Arriving at 9 a.m. and leaving at 5 p.m just doesn't work. There are constant challenges ranging from customer interaction to fixing the light bulb that burned out as well as everything else that may happen on any given day.

As an entrepreneur, however, you enjoy the non-stop action and making things happen. To be successful, you want to make sure that you have all the latest information about the industry at your fingertips. Each issue of NOLN, as well as our website, www.noln.net is designed to provide you with new ideas and management techniques and dealer success stories.

Our Buyers Guide offers you a closer look at the products and services that are available to you from our advertisers. We know you want details before making a choice, so we've asked the companies in this issue to provide that valuable information directly to you.

Whether small or large, each lube shop vendor in our Buyers Guide is listed alphabetically, as well as giving you more in-depth individual listings that will tell you who they are, what they do and what products and services they are offering to you.

This sponsored content allows you to have valuable information directly from the companies at your fingertips when you are getting ready to make buying decisions.

For many years, NOLN has been the No. 1 resource for lube shop owners and operators across the U.S. You can continue to count on us to supply you with the most relevant information to succeed in this ever-changing industry.

Greg Smith / Publisher
gsmith@endeavorb2b.com

Alphabetical index of products

ADDITIVES

BG Products, Inc.
bgprod.com

Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

ADVERTISING, DIRECT MAIL & MARKETING

DripDrop Marketing
702.763.3747 • dripdropmarketing.com

PISTn
800.742.4511 • PISTN.com

Throttle
800.966.1661 • Matriximaging.com/throttle

ANTIFREEZE/COOLANT AIOD

901.605.0277 • service-pro.com

RelaDyne
888.830.3156 • duramax.com

AUTOMATIC TRANSMISSION FLUID AIOD

901.605.0277 • service-pro.com

BG Products, Inc.
bgprod.com

RelaDyne
888.830.3156 • duramax.com

Run-Rite
800.872.8921 • run-rite.com

CAR APPEARANCE PRODUCTS

Mighty Auto Parts
770.448.3900 mightyauto-parts.com

CHEMICALS
BG Products, Inc.
bgprod.com

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

JohnDow Industries
866.382.5057 • JohnDow.com

Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

Solid Start / True Brand
877.290.3950 • solidstart.com

CLEANERS/DEGREASERS

AIOD
901.605.0277 • service-pro.com

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

CONSULTING
Mammoth Construction
317.983.3224 • builtmammoth.com

COOLANT EXCHANGE/RECYCLE EQUIPMENT AIOD
901.605.0277 • service-pro.com

BG Products, Inc.
bgprod.com

COOLANT TREATMENT

BG Products, Inc.
bgprod.com

Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

DIAGNOSTIC EQUIPMENT
Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

DISTRIBUTORS-AUTO PARTS & SUPPLIES

AIOD
901.605.0277 • service-pro.com

Buy Auto Supply
602.449.1010 • buyautosupply.com

JohnDow Industries
866.382.5057 • JohnDow.com

Samson Corporation
828.686.8511 • samsoncorporation.com

DRAIN PLUGS/SYSTEMS
Buy Auto Supply
602.449.1010 • buyautosupply.com

JohnDow Industries
866.382.5057 • JohnDow.com

Samson Corporation
828.686.8511 • samsoncorporation.com

FILTERS-AIR

Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

RelaDyne
888.830.3156 • duramax.com

FILTERS-CABIN AIR

AIOD
901.605.0277 • service-pro.com

Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

RelaDyne
888.830.3156 • duramax.com

FILTERS-FUEL/GAS

Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

FILTERS-OIL AIOD
901.605.0277 • service-pro.com

Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

RelaDyne
888.830.3156 • duramax.com

FILTERS-TRANSMISSION

Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

FLUID/OIL EVACUATION SYSTEMS
Devon Industries
888.500.0353 • devonlube.com

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

JohnDow Industries
866.382.5057 • JohnDow.com

Run-Rite
800.872.8921 • run-rite.com

Samson Corporation
828.686.8511 • samsoncorporation.com

FRANCHISING
Jiffy Lube International, Inc.
832.337.1972 • acquisitions.jiffylube.com

Victory Lane Quick Oil Change
734.667.4304 x104 • victory-lane.net

FUEL HANDLING & STORAGE

JohnDow Industries
866.382.5057 • JohnDow.com

FUEL SYSTEM CLEANER/ FUEL INJECTION
Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

FUEL TREATMENT

BG Products, Inc.
bgprod.com

Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

INDUSTRY ASSOCIATIONS

American Petroleum Institute (API)
202.682.8000 • api.org

INDUSTRY WEBSITES

PISTn
800.742.4511 • PISTN.com

LABELS/STICKERS

McCourt Label Company
800.458.2390 • oilstickers.com

LIFTS

Devon Industries
888.500.0353 • devonlube.com

Stan Design Inc.
866.782.6529 • stanjacks.com

LUBE CENTER BUILDER

Mammoth Construction
317.983.3224 • builtmammoth.com

LUBE CENTER DESIGN

Mammoth Construction
317.983.3224 • builtmammoth.com

LUBE CENTER EQUIPMENT

Devon Industries
888.500.0353 • devonlube.com

Mighty Auto Parts
770.448.3900 • mightyauto-parts.com

Rhino Tuff Tanks
877.788.8332 • rhinotufftanks.com

Samson Corporation
828.686.8511 • samsoncorporation.com

Stan Design Inc.
866.782.6529 • stanjacks.com

LUBE CENTER SALES & ACQUISITIONS

AIOD
901.605.0277 • service-pro.com

Jiffy Lube International, Inc.
832.337.1972 • acquisitions.jiffylube.com

LUBRICANT DISPENSING EQUIPMENT

Rhino Tuff Tanks
877.788.8332 • rhinotufftanks.com

Samson Corporation
828.686.8511 • samsoncorporation.com

LUBRICANTS-MOTOR OIL AIOD

901.605.0277 • service-pro.com

American Petroleum Institute (API)
202.682.8000 • api.org

Mighty Auto Parts
770.448.3900 • mightyautoparts.com

LUBRICANTS-MOTOR OIL, SYNTHETIC AIOD

901.605.0277 • service-pro.com

BG Products, Inc.
bgprod.com

RelaDyne
888.830.3156 • duramax.com

Valvoline
partnervalvolineglobal.com/en/restore-and-protect

LUBRICANTS-OTHERS

BG Products, Inc.
bgprod.com

JohnDow Dynamic
888.571.1141 JohnDow.com/Dynamic

RelaDyne
888.830.3156 duramax.com

METERS

Samson Corporation
828.686.8511 • samsoncorporation.com

MOBILE LUBE EQUIPMENT

Rhino Tuff Tanks
877.788.8332 • rhinotufftanks.com

Samson Corporation
828.686.8511 • samsoncorporation.com

MODULAR FAST LUBE UNITS

Mammoth Construction
317.983.3224 • builtmammoth.com

MOTOR OIL TREATMENT

BG Products, Inc.
bgprod.com

Solid Start / True Brand
877.290.3950 • solidstart.com

Valvoline
partnervalvolineglobal.com/en/restore-and-protect

OIL FILTER CRUSHERS/ CUTTERS

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

JohnDow Industries
866.382.5057 • JohnDow.com

PIT SAFETY COVERS

BayNets Safety Systems
860.537.1414 • incord.com/baynets-division

Devon Industries
888.500.0353 • devonlube.com

Stan Design Inc.
866.782.6529 • stanjacks.com

POWER STEERING FLUID

BG Products, Inc.
bgprod.com

Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

POWER STEERING FLUID TREATMENT

Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

PRINTING

Throttle
800.966.1661 Matriximaging.com/throttle

PRIVATE LABEL

Solid Start / True Brand
877.290.3950 solidstart.com

SAFETY EQUIPMENT

BayNets Safety Systems
860.537.1414 • incord.com/baynets-division

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

Stan Design Inc.
866.782.6529 • stanjacks.com

SHOP SUPPLIES

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

JohnDow Industries
866.382.5057 • JohnDow.com

McCourt Label Company
800.458.2390 • oilstickers.com

Mighty Auto Parts
770.448.3900 • mightyautoparts.com

Samson Corporation
828.686.8511 • samsoncorporation.com

Signage
RelaDyne
888.830.3156 • duramax.com

STORAGE TANKS- ABOVEGROUND

Devon Industries
888.500.0353 • devonlube.com

JohnDow Industries
866.382.5057 • JohnDow.com

Rhino Tuff Tanks
877.788.8332 • rhinotufftanks.com

Roth North America
888-266-7684 • roth-usa.com

TIRES-REPAIR & SUPPLIES

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

TIRE ROTATION & BALANCING EQUIPMENT
Devon Industries
888.500.0353 • devonlube.com

TOOLS

Devon Industries
888.500.0353 • devonlube.com

TPMS REPAIR & REPLACEMENT PARTS

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

JohnDow Industries
866.382.5057 JohnDow.com

TPMS TOOLS & EQUIPMENT

JohnDow Dynamic
888.571.1141 JohnDow.com/Dynamic

JohnDow Industries
866.382.5057 • JohnDow.com

TRAINING

Mighty Auto Parts
770.448.3900 • mightyautoparts.com

Run-Rite
800.872.8921 • run-rite.com

Valvoline
partnervalvolineglobal.com/en/restore-and-protect

TRANSMISSION FLUID, SYNTHETIC

AIOD
901.605.0277 • service-pro.com

BG Products, Inc.
bgprod.com

Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

TRANSMISSION FLUID EXCHANGE EQUIPMENT

BG Products, Inc.
bgprod.com

Run-Rite
800.872.8921 • run-rite.com

TRANSMISSION FLUID TREATMENT

Run-Rite
800.872.8921 • run-rite.com

Solid Start / True Brand
877.290.3950 • solidstart.com

USED OIL & FLUID HANDLING

JohnDow Dynamic
888.571.1141 • JohnDow.com/Dynamic

JohnDow Industries
866.382.5057 • JohnDow.com

Rhino Tuff Tanks
877.788.8332 • rhinotufftanks.com

Samson Corporation
828.686.8511 • samsoncorporation.com

VACUUM EQUIPMENT

Devon Industries
888.500.0353 • devonlube.com

WINDSHIELD WASHER FLUID & TREATMENT

Solid Start / True Brand
877.290.3950 • solidstart.com

WINDSHIELD WASHER BLADES/REFILLS

AIOD
901.605.0277 • service-pro.com

Mighty Auto Parts
770.448.3900 • mightyautoparts.com

RelaDyne
888.830.3156 • duramax.com

GIVE YOUR CUSTOMERS COMPLETE CONFIDENCE.



PARTNERS IN PERFORMANCE.

We provide the solutions your auto service center needs - from the brand your customers trust. Use our product catalog, training resources, and supply chain to better support your business today.



AIOD

[HTTPS://SERVICE-PRO.COM](https://service-pro.com)
901.605.0277

CONTACT

jcampbell@newwestmarketing.com

PO BOX: 381049
Germantown, TN 38183

PRODUCTS OFFERED

- Antifreeze/Coolant
- Automotive Transmission Fluid
- Cleaners/Degreasers
- Coolant Exchange/Recycle Equipme
- Distributors - Auto Parts & Supplies
- Filters - Cabin Air
- Filters - Oil
- Lube Center Sales & Acquisitions
- Lubricants - Motor Oil
- Lubricants - Motor Oil, Synthetic
- Transmission Fluid, Synthetic
- Windshield Wiper Blades/Refill



PURUS[®]

SERVICE PRO[®]

COMPANY BACKGROUND

For 30 years AIOD, (The Association of Independent Oil Distributors) has been providing our distributors with high quality products at affordable prices. AIOD goes to market with two distinct brands, Service Pro and Purus. Service Pro encompasses the automotive aftermarket industry, providing lubricants, filtration, coolants, service chemicals, and the largest assortment of aerosol private branded products in the industry. Purus covers the needs of heavy duty and industrial applications and is our fastest growing market segment. AIOD prides itself in maintaining a strong distributor network and high quality vendors who see the value in high quality private labeled products. Please visit our website to find your local family owned distributor.

AMERICAN PETROLEUM INSTITUTE (API)

WWW.API.ORG
202.682.8000

CONTACT

API Engine Oil Licensing & Certification System (EOLCS) Program
EOLCS@api.org



200 Massachusetts Avenue NW, Suite 1100,
Washington, DC, 20001

PRODUCTS OFFERED

- Industry Associations
- Lubricants - Motor Oil

COMPANY BACKGROUND


API represents all segments of America's natural gas and oil industry, which supports more than 11 million U.S. jobs and is backed by a growing grassroots movement of millions of Americans. Our nearly 600 members produce, process and distribute the majority of the nation's energy, and participate in API Energy Excellence®, which is accelerating environmental and safety progress by fostering new technologies and transparent reporting. API was formed in 1919 as a standards-setting organization and has developed more than 800 standards to enhance operational and environmental safety, efficiency and sustainability.



**API-LICENSED
ENGINE OILS
DRIVE PERFORMANCE**

Search API's directory
of licensed products

[API.org/EOLCS](https://www.api.org/EOLCS)



BAYNETS SAFETY SYSTEMS

INCORD.COM/BAYNETS-DIVISION
860.537.1414

CONTACT

Joe Menhart, Joem@incord.com

226 Upton Rd.
Colchester, CT 06415

PRODUCTS OFFERED

- Pit Safety Covers
- Safety Equipment

COMPANY BACKGROUND

BayNets Systems are made for cars, buses, trucks, trains, and all fleet maintenance facilities. The system is easily adaptable to rail, bus, or commercial fleet maintenance facilities and can be customized to fit any bay. BayNets for bus and rail is custom-designed for extra width and length and for partitions, crossover areas, and multiple bay access entries. With its non-snap, quickly retracted system, a pit can be accessed from either end of the bay.

If your facility has service pits, you must comply with OSHA regulations by regularly using a protective covering or guard to prevent dangerous falls into the pit.



InCord
Custom Safety Netting Solutions

BAYNETS
Safety Systems

BayNets™

SERVICE PIT SAFETY SYSTEMS

For over 25 years BayNets has been a trusted system used by Jiffy Lube, Penske Truck, NY City Transit, Amtrak and so many others.

- No Heavy Grates
- Free-Sliding Hardware
- No Jammed Webbing
- Holds Up to 3 Tons



BAYNETS™
Safety Systems

BG PRODUCTS, INC.

[HTTPS://WWW.BGPROD.COM](https://www.bgprod.com)

CONTACT

740 S. Wichita St.
Wichita, KS 67213

PRODUCTS OFFERED

- Additives
- Automatic Transmission Fluid
- Chemicals
- Coolant Exchange/Recycle Equipment
- Coolant Treatment
- Fuel Treatment
- Lubricants - Motor Oil, Synthetic
- Lubricants - Other
- Motor Oil Treatment
- Power Steering Fluid
- Transmission Fluid Exchange Equipment
- Transmission Fluid, Synthetic

COMPANY BACKGROUND

For over fifty years BG has led the industry with innovative maintenance solutions, but it takes more than great chemistry to be the industry leader. Our integrity, dedication, and investment in people are at the heart of our continued success.

BG is committed to the ongoing training of automotive professionals. Award-winning digital training solutions like BG Certified, the BG Tech™ app, and the BG Advisor™ app are available 24/7 in the palm of your hand. BG Reps attend BG University to guarantee comprehensive training is delivered to your staff in person right at your service center. With award-winning training, unbeatable customer retention programs, and accessible local BG Reps, we ensure that our team has everything they need to support your success.

BG is Your Partner Beyond Products™.



Your Partner Beyond Products™

DEVON INDUSTRIES

WWW.DEVONLUBE.COM
888.500.0353

CONTACT

sales@devonlube.com

Oklahoma City, OK

PRODUCTS OFFERED

- Fluid/Oil Evacuation Systems
- Lifts
- Lube Center Equipment
- Pit Safety Covers
- Storage Tanks - Aboveground
- Tire Rotation & Balancing Equipment
- Tools
- Vacuum Equipment

COMPANY BACKGROUND

DEVON Industries was established in 1988 to provide quality equipment solutions to the growing quick lube industry. DEVON offers turnkey solutions for new quick lube facilities that include equipment and installation services.

Our customers depend on DEVON products for their high quality, innovative design, and dependability. Many of our quick lube products have become the quick lube industry standard. We pride ourselves on being the premier choice for equipment in the oil change industry.

Our focus is to provide our customers with a one-stop shop for all their quick lube equipment and service needs. Centrally located in the United States, we are never too far from providing quick and reliable service. Our industry leading service, premium brands, and in-house manufacturing services mean your facility can run smoothly.

Whether you are building a new facility, renovating an existing facility, or operating a facility, we have solutions for you. Reach out to us today to speak to one of our sales representatives to get started.



DRIPDROP MARKETING

WWW.DRIPDROPMARKETING.COM
702.763.3747

CONTACT

Devan Wickline: sales@dripdropmarketing.com

PO Box 823
Zephyr Cove, NV 89448

PRODUCTS OFFERED

• Advertising, Direct Mail & Marketing

COMPANY BACKGROUND

DripDrop Marketing specializes in data driven direct marketing initiatives for the Fast Lube and Car Wash industry. We've spent the past 25+ years helping thousands of operators leverage their POS data through various segmentation techniques designed to increase daily car counts through targeted NEW customer acquisition campaigns and also improve customer retention campaigns. Our campaigns typically perform 3x to 5x better than most other direct marketing campaigns. We also offer a suite of digital services to boost the online presence of your business.

DIRECT MAIL & DIGITAL

ALL UNDER ONE ROOF

- New Customer Campaigns
- Lapsed Customer Campaigns
- Lost Customer Campaigns
- "New Mover" Campaigns
- Holiday Campaigns
- SEO
- Google Ads
- Online Listings
- Reputation Management

 **DripDrop**marketing™

New Customers. Every Week.

(702) 763-3747

sales@dripdropmarketing.com

 **DripDrop**marketing™

NEW CUSTOMERS. EVERY WEEK.

JIFFY LUBE INTERNATIONAL, INC.

[HTTPS://ACQUISITIONS.JIFFYLUBE.COM](https://acquisitions.jiffylube.com)
832.337.1972

CONTACT

Chris Cangelosi, Chris.Cangelosi@Shell.com

150 N. Dairy Ashford
Houston, TX 77079

PRODUCTS OFFERED

- Franchising
- Lube Center Sales & Acquisitions

COMPANY BACKGROUND

Jiffy Lube offers fast, confidential, cash closings with experienced buyers to those transitioning out of quick lube shop ownership.

Jiffy Lube continues to grow its national footprint. Whether you want to sell your existing fast lube business or to join the industry, Jiffy Lube wants to talk with you.

Jiffy Lube provides a proven business model that includes oil changes, brake and tire services as well as preventive maintenance offerings. Jiffy Lube franchisees receive support via national advertising, local marketing expertise, national fleets, and a proprietary point-of-sale system. A dedicated field team also guides along the way with day-to-day store operations. Jiffy Lube International offers your employees an award-winning training program, with a comprehensive computer-based curriculum and hands-on training; employees can even earn college credit. Jiffy Lube proudly pours Pennzoil motor oils. Jiffy Lube International, Inc. is a wholly owned indirect subsidiary of Shell Oil Company.



JOHN DOW DYNAMIC

WWW.JOHN DOW.COM/DYNAMIC

888.571.1141

CONTACT

Greg Iorfida:
DynamicCustomerService@JohnDow.com

151 Snyder Ave.
Barberton, Ohio, 44203

PRODUCTS OFFERED

- Chemicals
- Cleaners/Degreasers
- Fluid/Oil Evacuation Systems
- Lubricants - Other
- Oil Filter Crushers/Cutters
- Safety Equipment
- Shop Supplies
- Tires - Repair & Supplies
- TPMS Repair & Replacement Parts
- TPMS Tools & Equipment
- Used Oil & Fluid Handling



COMPANY BACKGROUND

Dynamic, a division of JohnDow Industries Inc., offers professional repairers a full line of automotive repair service products, TPMS sensors, service kits, and back shop supplies. These Dynamic products come with support and resources to automotive aftermarket repair facilities, distributors, jobbers, and installers.

Our Dynamic Service Parts categories include:

- TPMS products
- Interior protection
- Service manager supplies
- Brake service parts
- Oil drain plugs & gaskets
- Fuel line & fittings
- Wheel hardware
- Electrical hardware
- Wheel & tire supplies
- Automotive service chemicals
- Shop tools & supplies
- Storage solutions
- Boxed service parts program

JohnDow
Dynamic™
Back Shop Supplies

JOHNDOW INDUSTRIES, INC.

WWW.JOHDOW.COM
866.382.5057

CONTACT

Brian Morgan: CustomerService@JohnDow.com

151 Snyder Ave.
Barberton, Ohio, 44203

PRODUCTS OFFERED

- Chemicals
- Distributors - Auto Parts & Supplies
- Drain Plugs/Systems
- Fluid/Oil Evacuation Systems
- Fuel Handling & Storage
- Oil Filter Crushers/Cutters
- Shop Supplies
- Storage Tanks - Aboveground
- TPMS Repair & Replacement Parts
- TPMS Tools & Equipment
- Used Oil & Fluid Handling

COMPANY BACKGROUND

For more than 40 years, JohnDow Industries has served the automotive aftermarket with high quality, innovative products backed with exceptional service and support. Product lines include fuel storage and handling equipment, used oil and fluid handling equipment, auto service equipment, EuroVent vehicle exhaust extraction systems, Dynamic automotive back shop supplies, and a full line of Dynamic TPMS solutions.



MIGHTY AUTO PARTS

WWW.MIGHTYAUTOPARTS.COM

770.448.3900

CONTACT

Ashley Druica Shaw,
ashley.shaw@mightyautoparts.com

650 Engineering Drive
Peachtree Corners, GA 30092

PRODUCTS OFFERED

- Car Appearance Products
- Chemicals
- Diagnostic Equipment
- Filters – Air
- Filters – Cabin Air
- Filters – Fuel/Gas
- Filters – Oil
- Filters – Transmission
- Lube Center Equipment
- Lubricants – Motor Oil
- Shop Supplies
- Training
- Windshield Wiper Blades/Refills

COMPANY BACKGROUND

Mighty has been recognized as a top franchise by The Wall Street Journal, Franchise Business Review, and The Atlanta Business Chronicle, just to name a few. We are also consistently recognized by National Oil & Lube News magazine as one of the top brands in the industry.

Today, Mighty supports a nationwide network of franchises and company operations located in 44 states serving more than 15,000 automotive service facilities. Headquartered just outside of Atlanta in Peachtree Corners, Georgia, Mighty also supports operations in Canada, Mexico, Saudi Arabia, Guatemala, and Puerto Rico. Our automotive franchises – consisting of individual business owners, tire dealers, quick service specialists, car dealerships, and automotive-related distributors – operate specialty wholesale distribution warehouses in exclusive, protected territories.

Mighty

PERFECTING THE SCIENCE OF SHINE

From micronized carnauba to the latest graphene and ceramic formulas, our full spectrum of BRIGHTLINE professional car appearance products has everything you need to make your customers' cars – and your business – shine. So whether you run an automatic, self-serve or hand-wash and detail operation, make the smart choice with BRIGHTLINE.

See the full line of insanely advanced BRIGHTLINE car appearance products exclusively at MIGHTYAUTOPARTS.COM/BRIGHTLINE

BRIGHTLINE
CAR APPEARANCE PRODUCTS



RELADYNE

WWW.DURAMAX.COM

888.830.3156

CONTACT

Bob Johnson

bob.johnson@reladyne.com

PRODUCTS OFFERED

- Antifreeze/Coolant
- Automatic Transmission Fluid
- Filters – Air
- Filters – Cabin Air
- Filters – Oil
- Lubricants – Motor Oil, Synthetic
- Lubricants – Other
- Signage
- Windshield Wiper Blades/Refills

COMPANY BACKGROUND

RelaDyne is a premiere national distributor of automotive lubricants, including our flagship brand, DuraMAX. Our portfolio of products includes engine oil, ATF, gear oil, antifreeze, filters, wiper blades, chemicals and related products. We provide marketing programs that deliver customer retention, loyalty and profits. In addition, we offer a turnkey building signage program.



RHINO TUFF TANKS

WWW.RHINOTUFFTANKS.COM
877.788.8332

CONTACT

Jason Ramert
jason.ramert@rhinotufftanks.com

411 West Congress St.
Maple Lake, MN 55358

PRODUCTS OFFERED

- Lube Center Equipment
- Lubricant Dispensing Equipment
- Mobile Lube Equipment
- Storage Tanks – Aboveground
- Used Oil & Fluid Handling

COMPANY BACKGROUND

Rhino Tuff Tanks HDPE storage and dispensing systems are designed to help keep your shop areas clean and organized. Stop covering valuable floor space with 55-gallon drums—store bulk fluids vertically! With sizes including 45-, 80-, 120-, 180-, 225-, and 310-gallon capacities, you can assemble your own combination, up to 360 gallons in a single stack. All tanks share a common 36-inch wide by 36-inch deep footprint, allowing universal stacking among sizes. Additional features include a convenient 2-inch center fill port, easy-to-read volume indicator and an assortment of stands, secondary containment and dispensing accessories to round out your complete package. Systems are certified to ULC-142.14 standard for storing and dispensing Class III B liquids (motor oil, hydraulic fluid, ATF, DEF, etc.). Order individual components or complete systems with a single part number.

Not just tough—Rhino Tuff!



WHIP YOUR SHOP INTO SHAPE

WITH STACKABLE FLUID STORAGE AND DISPENSING SYSTEMS

RUGGED • ORGANIZED • EFFICIENT

RHINO TUFF TANKS



ROTH NORTH AMERICA

WWW.ROTH-USA.COM

CONTACT

Jaimee Johnson

PO Box 245
Syracuse, NY 13211

PRODUCTS OFFERED

• Storage Tanks – Aboveground

COMPANY BACKGROUND

Double-Wall Lubricant Oil Storage

Our uniquely designed oil tanks are the safest and most reliable on the market. The outer tank is made out of leakproof weld-free galvanized steel and roll seamed with an oil and fire-resistant seal. It can contain at least 110% of the capacity of the inner tank for maximum protection. The inner tank is made of blow-molded, high-density, seamless polyethylene that is leakproof and will never corrode. And, our compact tanks are available in several different sizes providing more flexibility for placement in any garage, service station, or lube shop. The Roth DWT storage tank is certified to UL SU2258 and is designed to store liquids that are classified as class II class III combustibles. These include automotive lubricating oils, motor oils, hydraulic fluids, waste oil products, diesel, biofuels, DEF, and ATF. The Roth DWT is compliant with NFPA 30 and 30A, subject to building code approval by the local authority having jurisdiction.

DOUBLE-WALL CONTAINMENT

For all your automotive oil and lubricant storage needs.



- Designed to store diesel and bio fuels, motor oil, used oil, ATF, DEF and heating oil, class II and class III combustible fluids
- Outer tank holds 110 percent of inner tank for maximum protection
- Up to 50 percent lighter than conventional steel tanks
- Easy to install and compact design
- Exceeds industry standards
- UL2258 Certified
- Compliant with NFPA 30/30A
- Low-cost
- 30-Year warranty
- Leak-proof and will not corrode



www.RothLubeTanks.com 1.888.266.7684

Roth

RUN-RITE

WWW.RUN-RITE.COM

800.872.8921

CONTACT

Javan Stallard: javan@run-rite.com

103 Gypsum Rd
Stroudsburg, PA 18360

PRODUCTS OFFERED

- Additives
- Automatic Transmission Fluid
- Coolant Treatment
- Fluid/Oil Evacuation Systems
- Fuel System Cleaner/Fuel Injection
- Fuel Treatment
- Power Steering Fluid
- Power Steering Fluid Treatment
- Training
- Transmission Fluid Exchange Equipment
- Transmission Fluid Treatment
- Transmission Fluid, Synthetic

COMPANY BACKGROUND

Run-Rite was founded in 1993 by two individuals who have been in the automotive business since 1980. It is a family-owned and operated business with 3 generations, focused on "Products, Programs and People". Run-Rite produces a full line of automotive maintenance products and equipment to service cars and trucks. We offer training for Technicians, as well as certification and warranty programs. Run-Rite has set the bar with the highest quality products, equipment, and service. Many companies claim to be "like Run-Rite" however we are proud to say we Are Run-Rite. Our ownership has remained constant for over 30 years allowing us to maintain the highest quality products possible, to always be innovative as changes occur in the industry and, to deliver outstanding service to our customers.

FOR OVER 30 YEARS...

WHEN IT HAS TO *RUN-RITE*

Increase customer satisfaction and your bottom line!

- Innovative Products
- Equipment your techs will love
- Service & Support to keep your business productive



SAMSON CORPORATION

SAMSONCORPORATION.COM
828.686.8511

CONTACT

Neil Londa:
info@samsoncorporation.com

Weaverville, NC 28787

PRODUCTS OFFERED

- Distributors - Auto Parts & Supplies
- Drain Plugs/Systems
- Fluid/Oil Evacuation Systems
- Lube Center Equipment
- Lubricant Dispensing Equipment
- Meters
- Mobile Lube Equipment
- Shop Supplies
- Used Oil & Fluid Handling

COMPANY BACKGROUND

Since 1993, SAMSON produces and markets conventional and custom-engineered lubrication equipment and systems and has become a dominant force in North American markets.

SAMSON is one of 28 companies throughout Europe and America in the SAMOA Group, which has emerged as the largest manufacturer in the world of quality lubrication equipment. The Group's worldwide presence is complimented by an extensive distribution and support network covering more than 100 countries.

SAMSON continues to design and introduce innovative new products into the marketplace.



SOLID START / TRUE BRAND

WWW.SOLIDSTART.COM
877.290.3950

CONTACT

prodservice@solidstart.com

2801 Saluda Rd
Lakeland, FL 33801

PRODUCTS OFFERED

- Additives
- Chemicals
- Coolant Treatment
- Fuel System Cleaner/Fuel Injection
- Fuel Treatment
- Motor Oil Treatment
- Power Steering Fluid
- Power Steering Fluid Treatment
- Private Label
- Transmission Fluid Treatment
- Transmission Fluid, Synthetic
- Windshield Washer Fluid & Treatment

COMPANY BACKGROUND

Top quality products you can trust with service, training, and support you can depend on!

Solid Start is a female-owned and family-operated manufacturer of preventative maintenance products for the automotive service industry. Their legacy of excellence dates back to 1976 and continues today with a full line of products designed to enhance performance and extend vehicle life effectively.

Their product line includes additives and treatments for engines, fuel systems, gear/transmissions, hydraulic systems, power steering systems, coolant systems, oil system cleaners and products for diesel technology, headlight restoration, A/C treatment, and MUCH more.

Solid Start believes in building strong business programs, investing in people, and manufacturing quality products on a solid foundation of trust, confidence, value, and stability.



PROVEN PRODUCTS. PROVEN PARTNERSHIPS. PROVEN PROFITS.

Find out why more shops are choosing to grow their business with True Brand as their preferred chemical partner.

- Professional Quality Products
- Hands-On, Classroom, and Online Training
- Win/Win Philosophy
- Reward Programs, Contests, and Giveaways
- Comprehensive Product Line
- Outstanding Customer Service
- We are the Manufacturer
- Technical and Phone Support

Solid Foundation. Solid Products.



STAN DESIGN INC.

WWW.STANJACKS.COM

866.782.6529

CONTACT

info@stanjacks.com

1821A Mattawa Ave.
Mississauga, Ontario, Canada
L4X 1K5

PRODUCTS OFFERED

- Lifts
- Lube Center Equipment
- Pit Safety Covers
- Safety Equipment

COMPANY BACKGROUND

Stan Design has been manufacturing high quality Bridge Jacks & Pit Jacks for over 25 Years! Our bridge jack is designed to fit any need and application. Bridge jacks are designed to fit your pit so no additional installation cost for you.

NEW PRODUCTS include the Revolutionary OPTIMUS 3in1 motorized platform. 12,000 Lb. Cap it's your personnel walkway (height adjustable), it's your pit cover (beautiful clean look), and it's your vehicle lift for tire service/alignments. OPTIMUS 3IN1

OPTIMUS 3IN1



VALVOLINE™ GLOBAL OPERATIONS

PARTNER.VALVOLINEGLOBAL.COM/EN/RESTORE-AND-PROTECT

CONTACT

100 Valvoline Way, Suite 200
Lexington, KY 40509

PRODUCTS OFFERED

- Lubricants - Motor Oil, Synthetic
- Motor Oil Treatment
- Training

COMPANY BACKGROUND

Valvoline™ Global is a worldwide leader in automotive and industrial solutions, creating future-ready products and best-in-class services for partners around the globe. Established in 1866, we introduced the world's first branded motor oil, claiming our position as The Original Motor Oil.

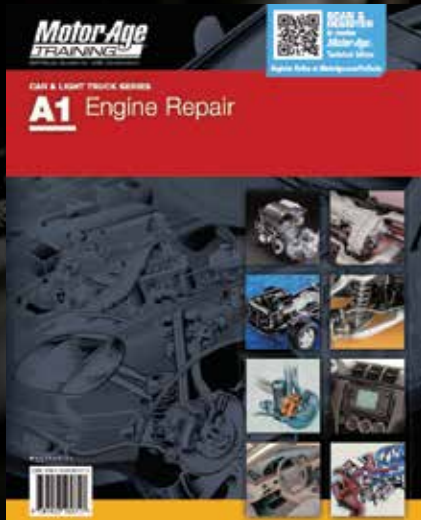
Restore & Protect Premium Full Synthetic is the biggest breakthrough in motor oil since Valvoline™ introduced it 150 years ago. With continuous use, Valvoline's proprietary Active Clean technology removes up to 100% of deposits, while its exclusive Liqui-Shield technology works to prevent future deposit formation. A clean engine minimizes friction between metal surfaces, helping to improve fuel economy. Valvoline Restore & Protect is the best motor oil for any age vehicle, from a new car's first oil change to high-mileage vehicles. There's no other motor oil like it. Valvoline Restore & Protect Premium Full Synthetic helps maximize fuel economy, horsepower, and engine life. We made it first, so you can keep your pistons factory clean.

RENEW. RESTORE. REPEAT.

The advertisement features the Valvoline logo at the top left. To the right is a bottle of Valvoline Premium Full Synthetic Restore & Protect Motor Oil. The central text reads "RESTORES ENGINES TO RUN LIKE NEW." Below this, a smaller line of text states: "VALVOLINE™ RESTORE & PROTECT IS THE FIRST MOTOR OIL TO ACTIVELY RESTORE ENGINES AND PROTECT AGAINST FUTURE DAMAGE." At the bottom, a piston is shown in a split view: the left side is labeled "BEFORE" and shows a dark, carbon-covered piston, while the right side is labeled "AFTER" and shows a clean, metallic piston. A red banner at the very bottom of the image contains the text: "WHEN USED AS DIRECTED FOR FOUR OR MORE CONSECUTIVE OIL CHANGES, IN ADAPTED SEQUENCE (IN TESTING)." The bottle label also includes the text: "Valvoline PREMIUM FULL SYNTHETIC RESTORE & PROTECT 100% DEPOSIT REMOVAL WITH ACTIVE CLEAN TECHNOLOGY MOTOR OIL."



#1 TRUSTED SOURCE FOR ASE TEST PREP



YOU PASS OR YOU DON'T PAY!

**MOTOR AGE
TRAINING**



WE SUPPORT
PROFESSIONAL CERTIFICATION
THROUGH THE
National Institute for
**AUTOMOTIVE
SERVICE
EXCELLENCE**

THANKS TO OUR TRAINING SUPPORTERS

PLATINUM LEVEL

HUNTER
Engineering Company

GOLD LEVEL

Delphi

SILVER LEVEL

pico
Technology

bproauto
Next-level parts

IR Ingersoll Rand

www.passthease.com

INFORMATION AT YOUR FINGERTIPS

UP-TO-DATE INDUSTRY NEWS AND EVENTS,
NEW PRODUCT LAUNCHES AND MORE!



NOLN

THE QUICK LUBE AUTHORITY



Scan for a **FREE**
subscription to
NOLN Magazine



Scan to sign
up for **NOLN**
Enewsletters

noln.net/subscribe

MAMMOTH CONSTRUCTION

317.983.3224 • BUILTAMMOTH.COM

COMPANY BACKGROUND

**Mammoth Construction -
THE Auto-Industry Construction Experts.**

Our specialization is building Quick Lubes, Car Washes, Dealerships, Service Centers, Gas Stations, Tire Shops, and more. Armed with superior knowledge of auto industry construction, we manage the whole build process for you. More importantly, we are licensed to support constructing brands across the country.

PRODUCTS OFFERED

- Consulting
- Lube Center Builder
- Lube Center Design
- Modular Fast Lube Units



CONTACT

Ryan Sudnik: Contact@builtmammoth.com

2911 Enterprise Dr.,
Anderson, IN 46013

PISTN - MARKETING ACCELERATED

800.742.4511 • PISTN.COM

COMPANY BACKGROUND

PISTn Digital Marketing helps Quick Lube Centers manage and integrate their online digital marketing presence. We specialize in bringing all your digital marketing under one roof, one dashboard simplifying and creating consistent messaging and branding.

Everything from your Website, CRM, Texting, Google Ads + More achieving results that get you noticed & drive car count!

PRODUCTS OFFERED

- Advertising, Direct Mail & Marketing
- Industry Websites



CONTACT

Devin Steeland: info@pistn.com

OPTIMUS 3INI

POWERED LIFTING DEVICE

THE FUTURE FOR FAST LUBE IS HERE...



Work Platform Mode



Pit Cover Mode



Vehicle Lift Mode

TURN YOUR FAST LUBE BAY INTO A PRODUCTIVITY CENTER WITH ROLLING PIT JACKS

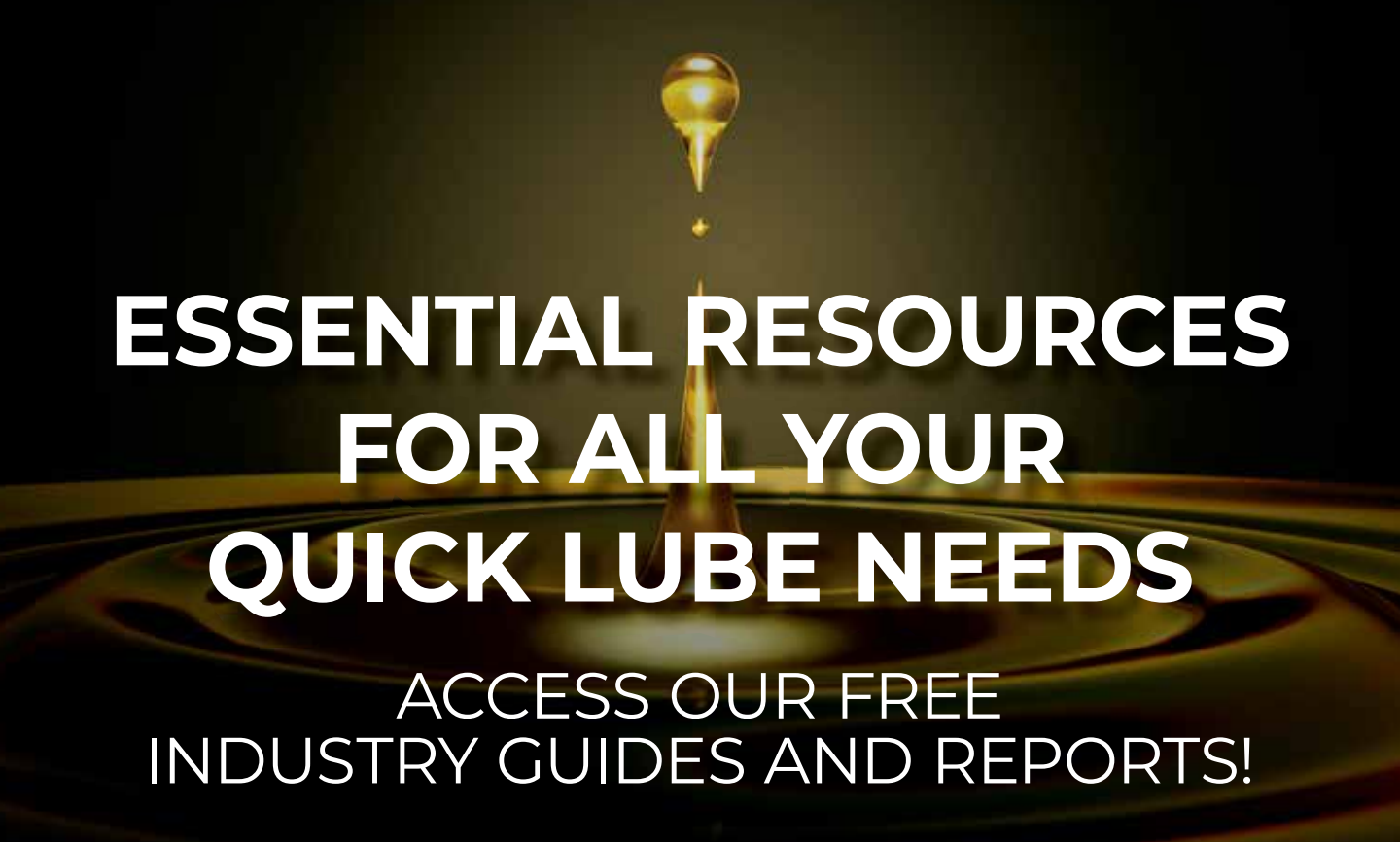


6K, 7K, & 9K Cap. Rolling Pit Jacks
Universal Pit Adapter
Fits Any Pit
Simple Installation

LIFT ANY VEHICLE FOR TIRE ROTATION BRAKE INSPECTION & SERVICE

STANDESIGN
toll free (866) 782-6529

www.stanjacks.com



ESSENTIAL RESOURCES FOR ALL YOUR QUICK LUBE NEEDS

ACCESS OUR FREE
INDUSTRY GUIDES AND REPORTS!

NOLN
THE QUICK LUBE AUTHORITY



- **BUYERS GUIDE**
- **NOLN OPERATOR SURVEY**
- **SPECIALTY MOTOR OIL GUIDE**
- **GUIDE TO ADDITIVES
AND CLEANERS**
- **TOPS IN THE INDUSTRY
RANKINGS**

SCAN FOR GUIDES

www.noln.net/industry-guides

BUY AUTO SUPPLY

602.449.1010 • WWW.BUYAUTOSUPPLY.COM

COMPANY BACKGROUND

Buy Auto Supply is a wholesale supplier of premium automotive service parts, dedicated to supporting automotive repair shops nationwide. Whether you operate a single location or multiple shops. Rely on us for fast delivery and expert support.

PRODUCTS OFFERED

- Distributors - Auto Parts & Supplies
- Drain Plugs/Systems

CONTACT

info@buyautosupply.com

Waddell, AZ 85355

MCCOURT LABEL COMPANY

800.458.2390 • OILSTICKERS.COM

COMPANY BACKGROUND

McCourt manufactures stock and custom oil reminder labels and sells printers, ribbons, floor mats, shop accessories and more. Visit Oilstickers.com for fast and convenient ordering! Digital print, fast turns, low minimums and best customer service in the industry.

PRODUCTS OFFERED

- Labels/Stickers
- Shop Supplies

CONTACT

Todd Butler: mail@oilstickers.com

20 Egbert Lane,
Lewis Run, PA 16738

THROTTLE

800.966.1661 • MATRIXIMAGING.COM/THROTTLE

COMPANY BACKGROUND

Throttle, a product of Matrix Imaging Solutions, is an intelligent CRM tool that keeps you connected to your automotive customers throughout the year with timely communications and service reminders based on their unique driving habits and service history.

PRODUCTS OFFERED

- Advertising, Direct Mail & Marketing
- Printing

CONTACT

throttlesales@matriximaging.com

5115 Pegasus Court, Suite H
Frederick, MD 21704

VICTORY LANE QUICK OIL CHANGE

734.667.4304 X104 • WWW.VICTORYLANE.NET

COMPANY BACKGROUND

We are experts in quick oil changes and preventative maintenance. We look out for our franchise owners because we are in the business as franchise owners. Franchisees prefer our preventive maintenance concept.

Put yourself in Victory Lane. Call us today!

PRODUCTS OFFERED

- Franchising

CONTACT

Jim Harrington: jharrington@victorylane.net

45550 Helm St
Plymouth, MI 48170

Advertiser Index

2

Throttle
800.966.1661
Matriximaging.com/throttle

6

Mighty Auto Parts
770.448.3900
www.mightyautoparts.com

35

Solid Start
877.290.3950
www.solidstart.com

3

Devon Industries
888.500.0353
www.devonlube.com

10

Valvoline
partner.valvolineglobal.com/
en/restore-and-protect

36

BG Products
www.bgprod.com

4

Roth North America
888.266.7684
www.roth-usa.com

31

Stan Design
866.782.6529
www.stanjacks.com

WE'RE SOCIAL

CONNECT WITH US ON YOUR
FAVORITE SOCIAL MEDIA SITES



NOLN

THE QUICK LUBE AUTHORITY

WWW.NOLN.NET



**WE ARE THE
MANUFACTURER!**

Amber Kossak
CEO

Crystal Mathews
President



PROVEN PRODUCTS. PROVEN PARTNERSHIPS. PROVEN PROFITS.

Find out why more shops are choosing to grow their business with True Brand as their preferred chemical partner.

- Professional Quality Products
- Win/Win Philosophy
- Comprehensive Product Line
- We are the Manufacturer
- Hands-On, Classroom, and Online Training
- Reward Programs, Contests, and Giveaways
- Outstanding Customer Service
- Technical and Phone Support

Solid Foundation. Solid Products.



PLATINUM SERVICE

A top-shelf solution that fuels your bottom line

Serve up more sales and higher customer satisfaction—add **BG Platinum® 44K® Fuel System Cleaner** to every oil service. This convenient, high-quality pour-in efficiently cleans the entire fuel system, including fuel injectors, fuel filters, and combustion chambers.



Your Partner Beyond Products™

Find a BG Distributor
to get 44K® in your shop.

bgfor.me/distributor

