



148 South Vernon St. Sunbury, Ohio 43074-0509



Chris Gaberick
President

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John Q Sample
Sample Industries
123 Any Street
Anytown, CA 98765-4321

Dear John Q Sample,

You can make your equipment run better, last longer, cut your downtime and save money simply by switching greases.

Sound simple? It is.

As president of my own lubrication company, I've listened to all the sales pitches, watched all the product demonstrations and studied all the analysis reports.

One grease, manufactured by Primrose, a Dallas, Texas company (established in 1916), stands above all others.

Side-by-side tests designed by the ASTM, the world's leading standards development organization, prove that Primrose's Armor Plate with Moly-D lasts at least 4 times as long as ordinary grease and gives your equipment 5 times the protection.

It also saves you money because for every 12 cases of grease you use now, you'll only need 3 cases of Primrose.

Equally important, you'll have far less downtime and your machinery will run better and last longer!

Armor Plate with Moly-D is so good that competitors like Mobil, Shell and Chevron buy it to reduce wear and tear and avoid expensive downtime with their own equipment.

Why? Because for the major oil companies, oil and grease are like sawdust to the sawmill. These companies refine crude oil for gasoline. To them, lubricants are a waste product and selling commercial grease - which is little

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more than oil and soap - is how they make a profit from disposing of their "waste."

In contrast, Primrose uses only the highest quality base stocks and additives. Its quality is so high that Armor Plate with Moly-D meets or exceeds the viscosity requirements of most lubricants even before its "additized."

Armor Plate with Moly-D is an extraordinary grease:

- You can torch the stuff and it won't melt!
- It does not mix with water and will not breakdown to rust, oxidation or corrosives.
- Its adhesive/cohesive properties and conditioners eliminate "dry starts" and prevent leakage.
- And its exceptional friction-reducing properties will lower operating temperatures as much as 30°.

You can expect to pay a few dollars more for each tube of Armor Plate with Moly-D grease. But buck-fifty tubes of grease can be costing you a fortune.

100% Money-Back, No-Risk Guarantee

If Primrose Armor Plate with Moly-D doesn't save you money and make your machinery run better, and minimize your downtime, I'll promptly refund your money in full.

You can see that I've tried to recreate my product demonstration on the enclosed flyer. But the best way to get your questions answered is to call me toll-free today.

Call 1-800-341-6518 now and either myself or my partner, Todd, will answer your call. (Or we will call you right back.)

Every day you wait is costing you money and needless wear on your equipment so call me at 1-800-341-6516 now. I guarantee you will never want to go back to your cheap grease.

Chris Gabrelcik



President

Lubricant Specialties Inc.

P.S. There is no risk to try Primrose Armor Plate with Moly-D. It's backed by independent ASTM tests and my personal money-back guarantee. Call me at 1-800-341-6516 toll-free now and I'll throw in a free, Primrose limited edition, 85 year anniversary hat with your test order.

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