

# Construction Industry Pain Points

The webinar will begin in  
less than 10 minutes.



# Construction Industry Pain Points

The webinar will begin in  
less than 5 minutes.





# Webinar starting soon; until then...



## TEST YOUR KNOWLEDGE

What is the best way to prevent dirt and debris contamination when greasing construction equipment?



Use a high-temperature grease

Clean grease fittings before applying new grease

Apply extra grease to push out contaminants

Switch to a lower NLGI grade



# Webinar starting soon; until then...



## TEST YOUR KNOWLEDGE

Which engine oil feature is most important for off-highway equipment operating in extreme heat?



Low viscosity for better fuel economy

High Total Base Number (TBN) to neutralize contaminants

Extra detergent additives to thicken the oil

Water emulsification to prevent sludge





# Webinar starting soon; until then...



## TEST YOUR KNOWLEDGE

Which Mystik® JT-9® LeakShield® feature helps detect and prevent hydraulic leaks?



Advanced foam control

Green dye for leak detection and seal protection

Water-repelling properties

Extra-thick formulation to stop leaks



# Construction Industry Pain Points



**Mystik**  
LUBRICANTS

**CITGO**  
LUBRICANTS

**clarion**  
LUBRICANTS



# Amber Fessler - NLGI CLGS; STLE CLS & OMA-I

- CITGO Senior Sector Manager
- Materials Engineer
- 13 Years of Experience in Lubricants
- STLE Certified
  - Certified Lubrication Specialist
  - Oil Monitoring Analyst I
- NLGI Certified
  - Certified Lubricating Grease Specialist



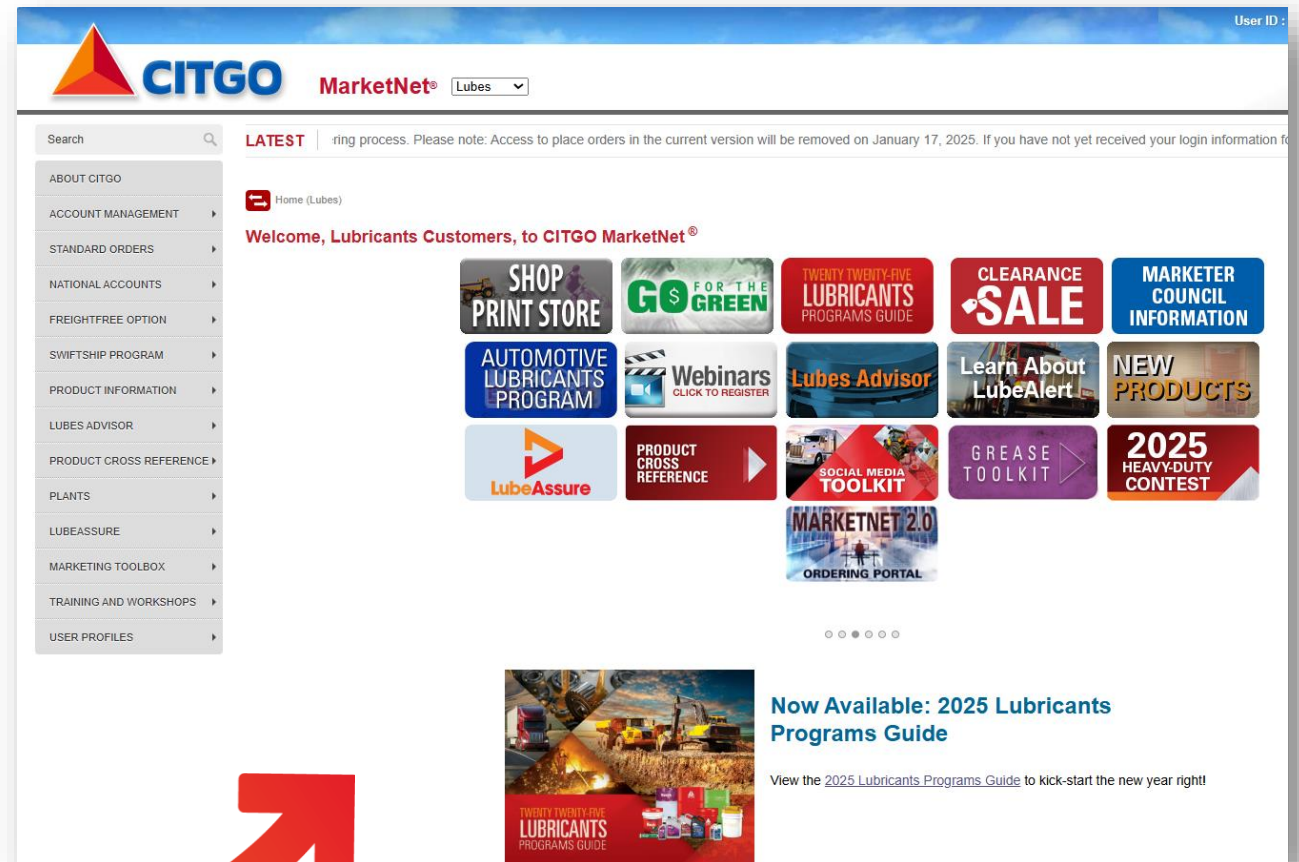
# Want Resources?

2025 HD  
Contest

Support  
Literature

Social  
Media  
Toolkit

Webinars



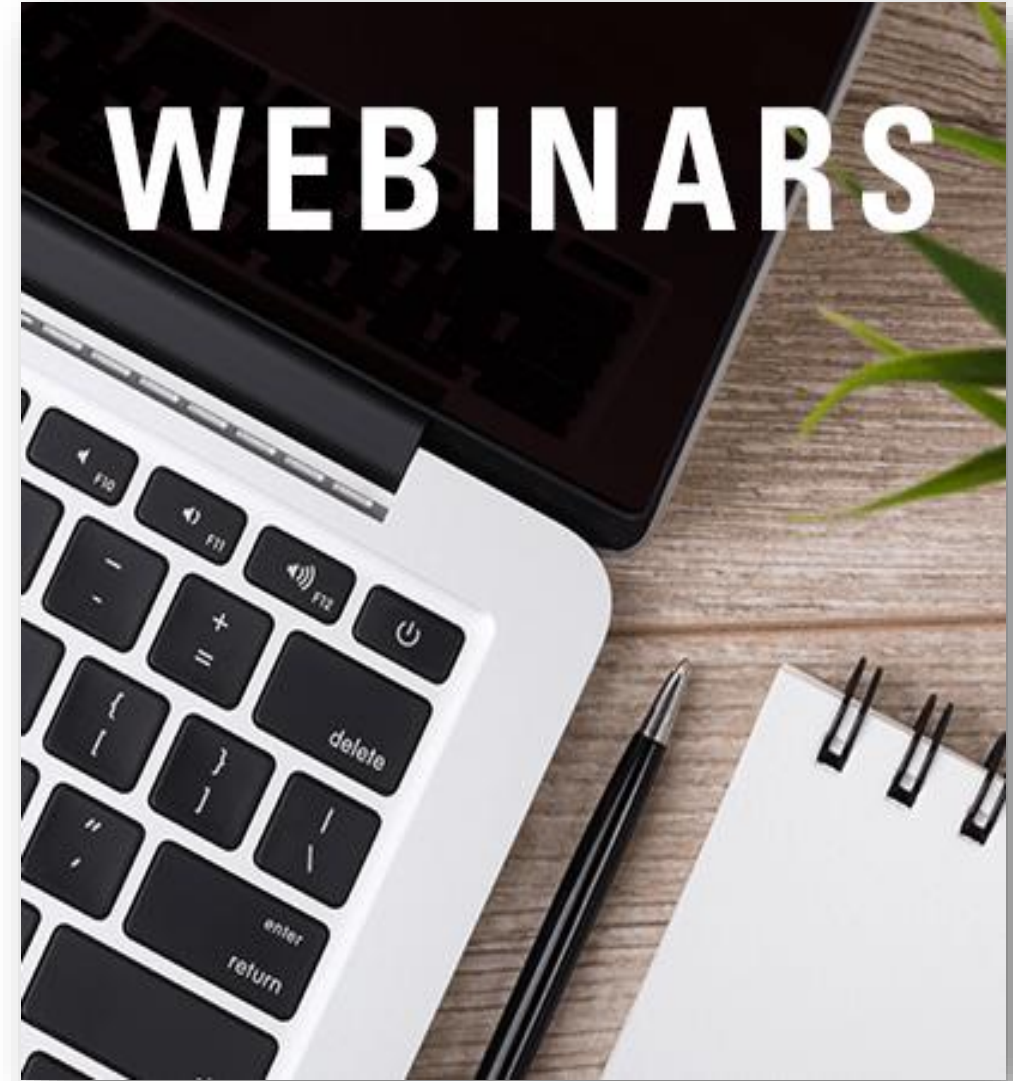


# Future Webinars

**March 24:** Creating a Smooth Transition Between Greases

**April 28:** Solving Problems with Industrial Synthetics

**May 19:** Earning Customer Loyalty with Lube Surveys



# Julio Acosta – STLE OMA-I, ICML MLA-II

- Product Specialist
- B.S. Mechanical Engineering
- 28 Years of Experience in Lubricants including:
  - Field Engineering
  - Used Oil Analysis
  - Supply Chain Management
  - Account Services
  - Sales





# Doug Rice – NLGI CLGS; STLE CLS & OMA-I

- Sr. Product Specialist
  - Grease Technology
- B.S. Chemistry
- 31 Years of Experience in Lubricants including:
  - QC Laboratory Manager
  - Sr. Technical Service Representative
  - Sr. Account Manager

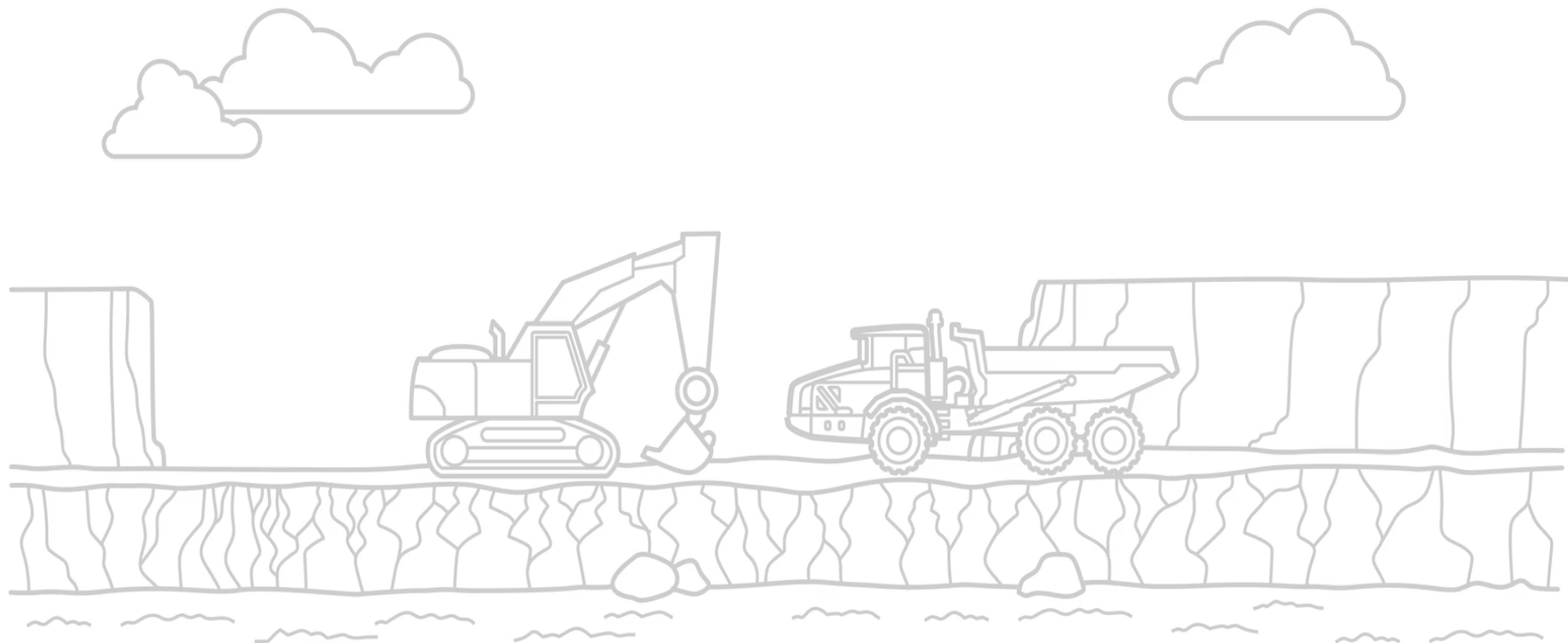


# Brandon Thompson

- Product Manager
- B.S. Chemistry
- 20 Years of Experience in Lubricants including:
  - QC Lab Technician
  - QC Laboratory Manager
  - Product Specialist
  - Sr. Lubes Compliance Specialist







# Agenda

Construction Industry  
Challenges

Products & Programs to  
Address Challenges

Why Grease Matters

Campaigns to Drive Sales







**Cost Reduction**



**Equipment  
Reliability  
/Uptime/Efficiency  
/ Productivity**



**Sustainability &  
Environmental  
Impact Reduction  
(lower carbon  
footprint)**



**Lubricant Analysis  
Why, When, How**



**Proper Lubricant  
Storage, Handling,  
Consumption,  
Conservation**



**Integrating UOA  
With CMMS**

# Industry Challenges



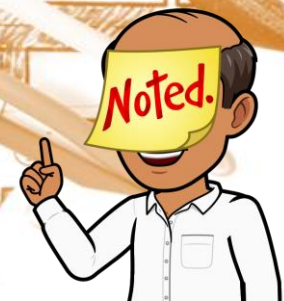
# Cost Reduction

**Lubricants**

**Fuel**

**Replacement  
Parts &  
Maintenance  
Costs**

**CITGO CAN  
HELP!**





# Sustainability & Environment

## Impact Reduction

(lower carbon footprint)

- Proper lubricants
- Proper maintenance
- Use of resources





# Reliability

## Equipment Reliability/Uptime/ Efficiency/Productivity

- Excavators
- Bulldozers
- Loaders
- Articulated Trucks

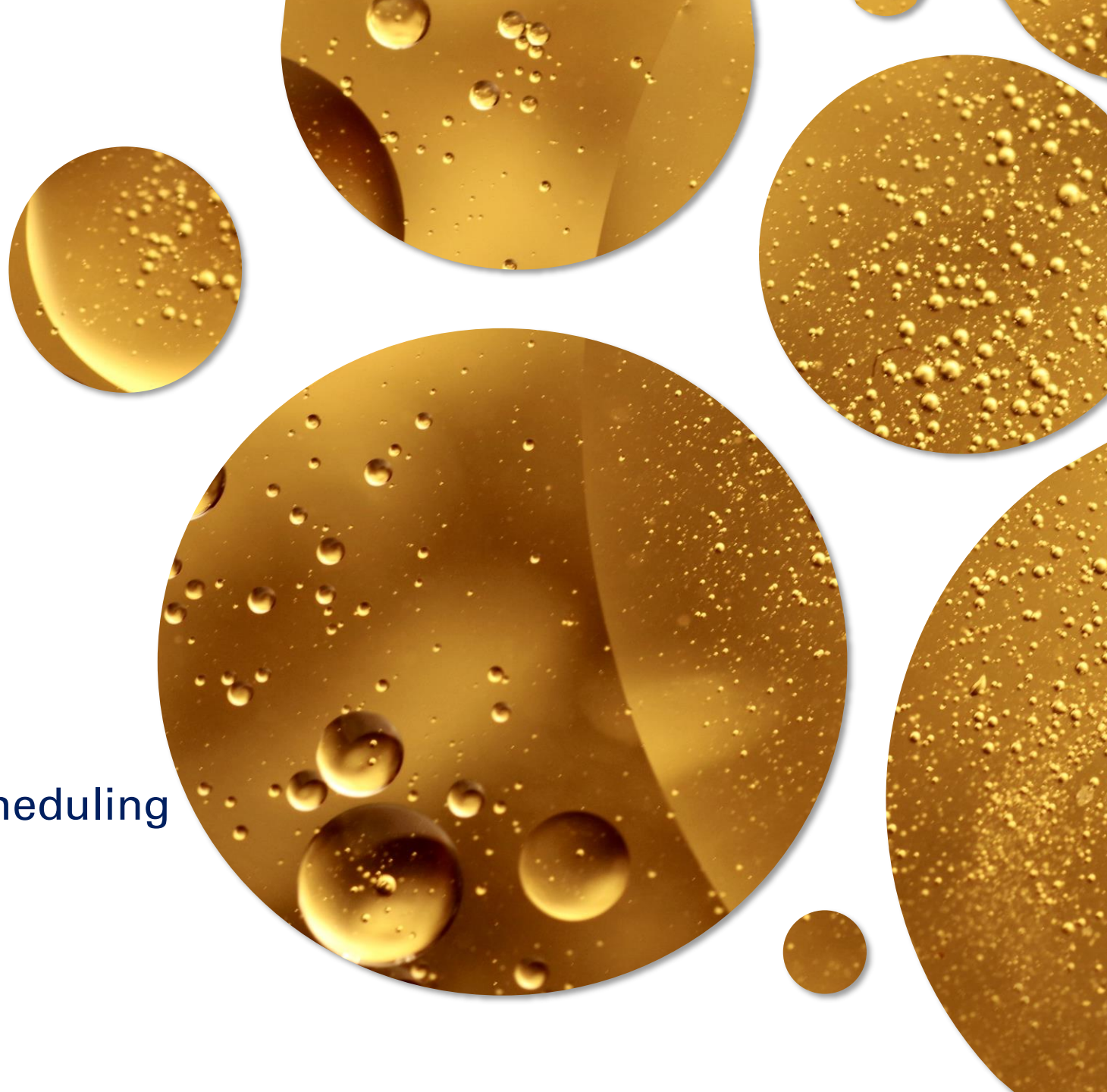




# Lubricant Analysis

## LubeAlert® Fluid Condition Monitoring Service:

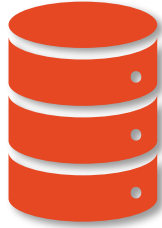
1. Extended Drain Capability
2. Equipment Health
3. Preventative Maintenance Scheduling
4. Reduce Unexpected Failures



# Proper Lubricant Management



**Handling**



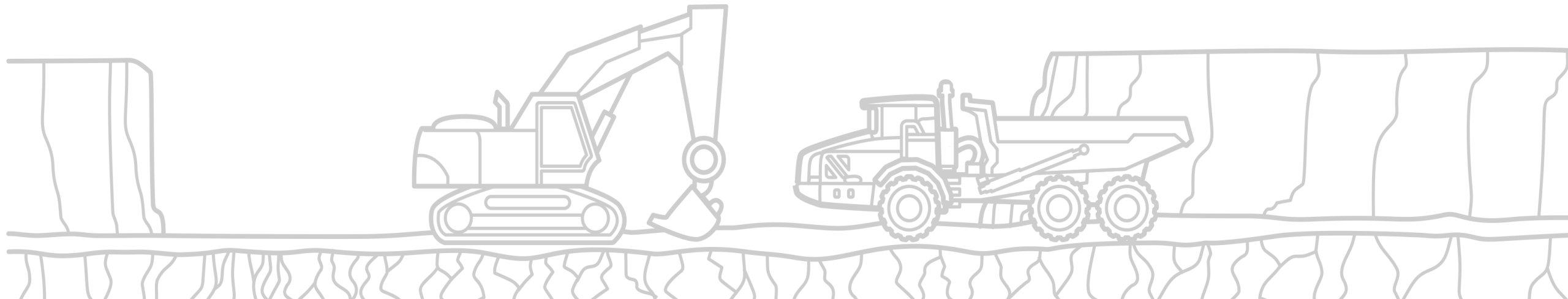
**Storage**



**Consumption**



**Conservation**



# Challenges Faced by Construction Professionals

Downtime

Thousands lost every hour

Maintenance  
Inefficiencies

Reactive maintenance  
increases long-term expenses

Fuel  
Efficiency

Up to 30% of equipment  
expenses

Harsh  
Environments

Dust, moisture, and  
temperature extremes

Far Flung  
Fleets

Decentralized fleets complicate  
predictive maintenance





# Programs Designed to Address Key Challenges

The background of the slide features a construction site at sunset. Several yellow excavators are visible, along with a red dump truck. The sky is a mix of orange and blue, with some clouds. The text is overlaid on the left side of the image.

## Customer Benefits

- We Guarantee Our Products!
- **Lubricant Analysis:** Predict failures, reduce downtime—BDF available to offset costs.
- **Business Development Fund:** Support customer initiatives—oil analysis, training, and promotions.



# MSR Benefits

- **Stronger Value Proposition:** Offer data-backed, risk-free solutions to customers.
- **Customer Retention:** Build long-term relationships with proactive support.
- **Sales Enablement:** Leverage BDF for tailored marketing efforts.
- **Be a Trusted Advisor:** Position yourself as a consultant, not just a salesperson.



## Programs Designed to Address Key Challenges

# Products Designed to Address Key Challenges



## **CITGARD® 700 Synthetic Blend 10W-30**

- Saves fuel (up to 3%) vs. 15W-40
- Robust formulation with real-world results



## **CITGARD® 800 Synthetic Blend 10W-30**

- Saves fuel (up to 3%) vs. 15W-40
- Great for multi-fueled fleets (CNG/LNG, Diesel and Gasoline)



## **CITGARD® 1000 Full Synthetic 5W-40**

- Saves fuel (up to 1%) vs. 15W-40
- Better cold-temp performance than 15W-40



# Products Designed to Address Key Challenges



## **CITGO® SynDurance® Synthetic Gear Lubricants**

- Saves fuel (up to 1%) vs. conventional gear lubricants
- Meets SAE J2360 and has major OEM approvals
- Available in 75W-90 and 80W-140 viscosities



## **CITGO® SynDurance® Synthetic All Seasons HD Transmission Fluid**

- Saves fuel (up to 1%) vs. conventional HD Transmission fluids
- Meets CAT TO-4/TO-4M, Allison C-4 and Komatsu Micro-Clutch Specifications
- Year-round usage, no seasonal switch-outs



# Why Grease Matters

## in Construction Maintenance



# CONTAMINATION

**The construction environment is inherently dirty**

**Contaminants enter applications through different routes:**

- Zerks
- Seals
- Lubricators

**Mitigation Strategies:**

- Cover zerks
- Clean zerks
- Identify and replace broken seals
- Properly store and maintain grease guns and keg/drum pumps





# PUMPABILITY

## **Application Methods Include:**

- Zerks
- Distribution Lines
- Centralized Systems
- Environment will likely include low temperatures

## **Mitigation Strategies:**

- Base Oil Viscosity
- Grease Consistency
- Thickener Type
- Mobility Data



# INFREQUENT REGREASING



## **Relubrication Strategies:**

- Scheduled
- Timed
- As Needed
- Assigned Lubricator

## **Challenges:**

- Equipment Availability
- Accessibility
- Maintenance of Centralized Systems

## **Mitigation Strategies:**

- Well-trained Lubricators
- On-site Lubrication Truck
- Lubrication Service



# COMPATIBILITY

## **Potential Sources:**

- Incorrect Grease Applied
- Supply Change

## **Potential Issues:**

- Softening
- Hardening
- Reduced Dropping Point
- Additive Interference

## **Mitigation Strategies:**

- Labeled Application Points
- Managed Change
- Lubricator Training





# The Right Grease for the Job

Mystik® JT-6® Heavy Duty SynBlend 460 #2 Grease





# Real Results from Real Customers

## Case Study 1: Brundage-Bone Concrete Pumping

- **Challenge:** Rising fuel costs
- **Solution:** Transitioned to CITGARD® 700 Synthetic Blend
- **Result:** 2-2.5% annual fuel savings

## Case Study 2: Frattalone Companies

- **Challenge:** High maintenance costs
- **Solution:** Adopted Mystik® JT-6® Heavy Duty 460 #2 Grease
- **Result:** Tens of thousands saved annually

### Brundage-Bone Decreases Fuel Cost by 2% After Switching to CITGARD® 700 10W-30 Low Viscosity Heavy Duty Engine Oil

The largest concrete pumping company in the United States – Brundage-Bone – operates the most extensive and diverse fleet of concrete pumping vehicles and equipment in the nation. Reducing annual fuel costs – their largest expense – improving equipment availability and operational efficiencies are top business priorities.

Always looking to create value, CITGO presented tools and resources to help Brundage-Bone analyze its equipment and fleet to gain insights on how low viscosity engine oils, specifically formulated for improved fuel economy, could help meet their goal of lower fuel costs.

Following consultations with CITGO technical experts, Brundage-Bone made a switch from CITGARD 800 15W-40 to CITGARD 700 Synthetic Blend 10W-30 Heavy Duty Engine Oil. The benefits of switching to a lower viscosity oil from Brundage-Bone's independent laboratory analysis provided showed that Brundage-Bone realized a 2-2.5% annual fuel cost savings by switching to CITGARD 700.

#### A Consultative Approach to Sales

The CITGO team works closely with Brundage-Bone's General Manager, Mike Young, and its National Service Manager, Jeff LaBounty, to understand their overall transportation goals for reducing their fuel costs and the value of low viscosity engine oils. Recommendations that would benefit their operations. Brundage-Bone remains CITGO's top performing customer and the concrete pumping giant has adopted other CITGO lubricants, including hydraulic fluids, greases, gear oils and concrete release agents, for its operations.

"2.5% savings on fuel cost for us is huge as fuel is our largest expense. But our relationship with CITGO has moved beyond savings in cost. Their ordering portal is intuitive and simple to use and their US-based customer support team responds promptly to our needs."

— Jeff LaBounty  
National Service Manager



#### Key Company

Mike Young  
General Manager

"Our relationship with CITGO has definitely grown from a commodity supplier to a partnership, which is a stark contrast from what we experienced before. The CITGO team has been very helpful, navigating us through the challenges that can come with switching vendors and product lines. It's gone smoothly. Our company representatives are confident knowing there is a team of people dedicated to supporting them – and us – very well."

— Mike Young  
General Manager

#### Key Products

CITGO  
"Brundage" 800  
AT 15W-40

#### Greases

Mystik  
"CHOPPER" 460 #2  
Mystik  
"CHOPPER" 460 #2

#### Automotive Transmission Fluid

CITGO  
"TRANSBOND" 460 #2



### Frattalone Reduces Maintenance and Hourly Costs with Mystik® JT-6® Grease and CITGARD® Heavy Duty Engine Oil

Frattalone, a civil site construction company, operates over 300 pieces of heavy equipment that services clients across the Midwest. Improving overall heavy-duty equipment performance and reducing maintenance and hourly costs are top business priorities.

In order to implement the appropriate lubricants, the CITGO & Mystik team visited Frattalone's central garage and on-site for a comprehensive performance audit. The team found that the equipment was running on older, less efficient lubricants. The CITGO & Mystik team, along with Kath, Fuel Oil and Service, suggested switching to Mystik JT-6 Heavy Duty Synthetic Grease 460 #2 Grease and CITGO CITGARD 700 Synthetic Blend Heavy Duty Engine Oil 10W-30. The high-performance grease is designed for a wide variety of heavy-duty applications and the low viscosity engine oil is specifically formulated to reduce cost, extend oil drain intervals and improve fuel economy.

By switching to Mystik JT-6 Heavy Duty Synthetic Grease 460 #2 Grease and CITGO CITGARD 700 Synthetic Blend Heavy Duty Engine Oil 10W-30, Frattalone saw a reduction in downtime due to equipment maintenance and reduced wear, and this led to a change in oil consumption in their fleet.

#### The Dependable Approach to Sales

The CITGO & Mystik Lubricants technical experts and Kath Fuel Oil and Service, their local supplier, worked closely with Frattalone's Chief Operating Officer, Tony Frattalone, and Equipment Superintendent, Tony Korus, to help change their overall heavy-duty maintenance performance. During the audit, the team found that the equipment was running on older, less efficient lubricants. The CITGO & Mystik team, along with Kath, Fuel Oil and Service, suggested switching to Mystik JT-6 Heavy Duty Synthetic Grease 460 #2 Grease and CITGO CITGARD 700 Synthetic Blend Heavy Duty Engine Oil 10W-30. The high-performance grease is designed for a wide variety of heavy-duty applications and the low viscosity engine oil is specifically formulated to reduce cost, extend oil drain intervals and improve fuel economy.

"We originally tested the Mystik JT-6 Heavy Duty Synthetic Grease 460 #2 Grease when Kath first brought it to us to ensure it was a right fit. After the testing, we couldn't get enough of it. The grease just cost performed our expectations and the operators just wanted more of it. The grease stayed on longer, which reduced downtime and consumption, and it saved us tens of thousands of dollars per year on time and parts."

— Tony Frattalone  
Chief Operating Officer,  
Frattalone Companies



#### Equipment profile:

300+ pieces of heavy equipment, including excavators, bulldozers, and other construction equipment.

#### Key Products

Mystik  
JT-6 Heavy Duty Synthetic Grease 460 #2 Grease

CITGO  
"Brundage" 800  
AT 15W-40

#### Greases

Mystik  
JT-6 Heavy Duty Synthetic Grease 460 #2 Grease

Mystik  
"CHOPPER" 460 #2

Mystik  
"CHOPPER" 460 #2

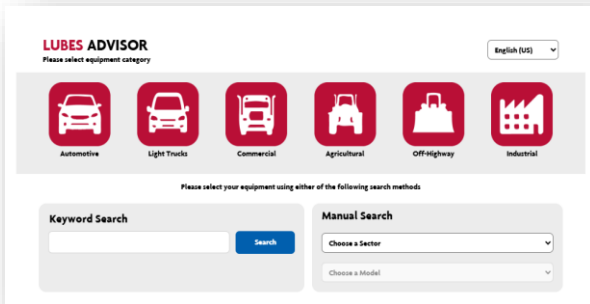
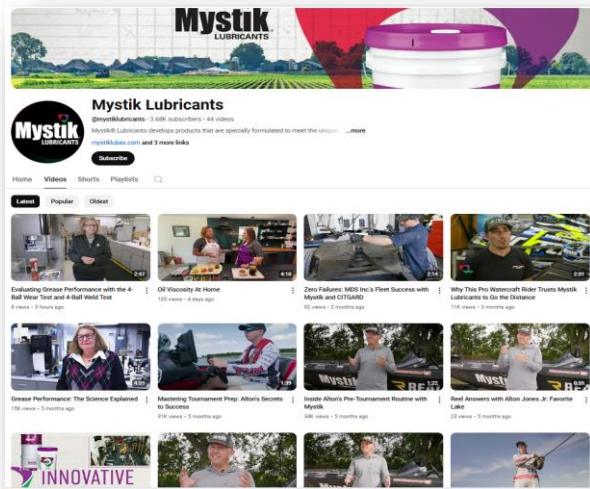
Mystik  
"CHOPPER" 460 #2

Mystik  
"CHOPPER" 460 #2

Mystik  
"CHOPPER" 460 #2

Mystik  
"CHOPPER" 460 #2





**Mark Your Calendars for Upcoming Webinars.**

Date	Time	Title	Registration Link
February 24, 2025	10:00 AM CST	Construction Industry Pain Points	<a href="#">Register Now</a>
March 24, 2025	10:00 AM CST	Creating a Smooth Transition Between Greases	<a href="#">Register Now</a>
April 28, 2025	10:00 AM CST	Solving Problems with Industrial Synthetics	<a href="#">Register Now</a>
May 19, 2025	10:00 AM CST	Earning Customer Loyalty with Lube Surveys	<a href="#">Register Now</a>
June 23, 2025	10:00 AM CST	Succeeding with Landfill Products	<a href="#">Register Now</a>
July 28, 2025	10:00 AM CST	Extending Oil Drainage Safely with Balanced Formulations	<a href="#">Register Now</a>
August 25, 2025	10:00 AM CST	Building Your Industrial Expertise	<a href="#">Register Now</a>
September 29, 2025	10:00 AM CST	Creating Value Through Oil Analysis, Part I	<a href="#">Register Now</a>
October 27, 2025	10:00 AM CST	Creating Value Through Oil Analysis, Part II	<a href="#">Register Now</a>
December 15, 2025	10:00 AM CST	Guiding Customers and Solving Problems with PI Sheets	<a href="#">Register Now</a>

We are pleased to offer convenient webinars to help our customers learn more about our products and programs, presented by highly experienced CITGO product line and marketing professionals. Contact your CITGO Senior Account Manager if you have any questions. Webinar dates, times and topics are subject to change.

\*For best results, please open Webinars with Google Chrome.



# Tools to Support You & Your Customers

- **Mystik YouTube Channel:** Educational videos on grease application and best practices.
- **Brochures:** Detailed product specs and application guidance.
- **Application Charts:** Simplified product selection for construction equipment. (bumper to bumper)
- **Lubes Advisor**
- **Webinars**



# Engaging Campaigns to Drive Sales

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## **Go for the Green Program:**

Incentivizes sales growth with direct rewards for sales representatives and managers securing new business and growing volume.

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**2025 Heavy-Duty Contest:** Rewards for driving volume in key product categories.

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## **Go for the Grease Promotion:**

Incentivized grease sales and strengthened customer relationships.





# Integrating Resources Into the Sales Process

## Identify Pain Points

- Ask Questions
- Listen

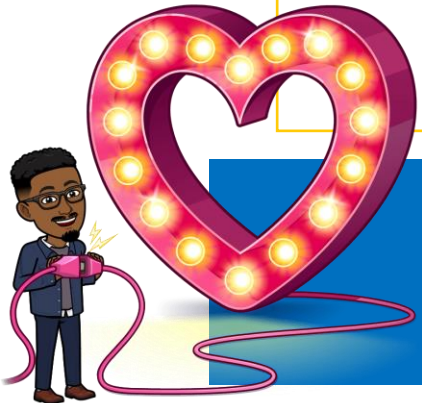
## Recommend Solutions

- Lubricant Analysis
- BDF
- GFG
- Contamination Control Program

## Share Resources

- Brochures
- Application Charts
- Videos

Educate & Train







# How to Be a Trusted Advisor

1

Lead with Questions

2

Quantify the Problem

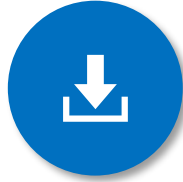
3

Position the Solution

# Success Starts With Us



Enroll in the  
2025 Heavy  
Duty Contest



Explore our  
Mystik YouTube  
Channel and  
Download  
Literature



Leverage Sales  
Tools and  
Programs



Connect with  
your SAM and  
Sector Manager  
for Support





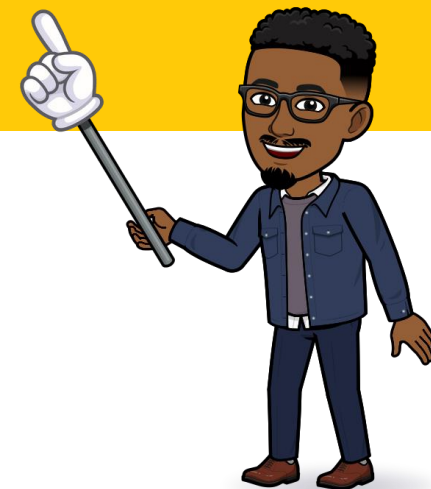
# Questions?



Please post your  
questions using the  
Q&A function.



**For technical inquiries or issues:**  
Lubes Answer Line 800-248-4684  
[lubeshelp@citgo.com](mailto:lubeshelp@citgo.com)





Thank You!

See you next time!

