



# FARM-OYL® DEALER MARKETING PROGRAMS 2017-2018



[farmoyl.com](http://farmoyl.com)



## Farm-Oyl® premium lubricants: Continued performance for decades

For over 85 years, Farm-Oyl® products have kept engines and equipment running smoothly. Using our advanced lubricant technology, our high-quality oils are formulated to meet or exceed the performance requirements of today's heavy-duty equipment, while conserving the environment, increasing fuel economy and reducing overall costs.

### Farm-Oyl Customer Service:

**Direct: 651-355-8541**

Toll-Free: 800-328-9468

Fax: 866-607-4993

**farmoyl@chsinc.com**

**Please Note:** Grease order levels are calculated using net grease weight, not shipping weight for each package.

Please use the following standards:

120# Keg = 120 lbs. grease

35# Pail = 35 lbs. grease

4/10 Pack = 35 lbs. grease

12/1# Wheelbearing = 12 lbs. grease

12/1qt Fluid Gear = 24 lbs. grease

32 - 4/10 Pack of Grease = Full Pallet

## 2017-2018 Farm-Oyl® Program Timeline

Program	June 2017	July 2017	Aug 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	June 2018	July 2018	Aug 2018	Sept 2018	Oct 2018
<b>Dealer Programs:</b>																	
<b>5% Purchase Incentive</b> June 1, 2017 - Oct. 31, 2018	Active																
<b>Fall Harvest Oil Promotion</b> July 1, 2017 - Sept. 30, 2017		Active															
<b>Winter Chill Oil Promotion</b> Dec. 1, 2017 - Feb. 28, 2018							Active										
<b>Summer Grease Sale</b> May 1, 2018 - July 31, 2018												Active					
<b>End-user Promotions:</b>																	
<b>Farm-Oyl Power Perks</b> Qualifying purchase period: Nov. 1, 2017 - Mar. 31, 2018							Active										

Please contact Customer Service if you have any questions.



# Farm-Oyl® Dealer Programs

## Farm-Oyl Freight Policies

### Oil, Grease, Coolants, Solvents and Floor-Dry™

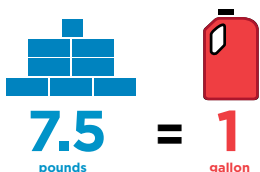
Free freight is offered for all orders of these items that total at least 150 gallons.

#### Freight cost for orders less than 150 gallons:

- 1 Pallet - \$72.00
- 2 Pallets - \$98.00

To Convert Grease to Gallons:

Divide the total grease pounds by 7.5  
Example: (1) 4/10 pack of grease is 35 lbs.  
 $35 \text{ divided by } 7.5 = 4.3 \text{ gal}$



Grease Conversion	
Package Type	Volume Conversion
Case 4-10pk	4.7 gallons
35# Pail	4.7 gallons
120# Keg	16 gallons
400# Drum	53.3 gallons

ADDED BONUS!

Farm-Oyl® drums will be picked up FREE OF CHARGE when using CHS transportation to deliver product.

All grease, antifreeze/coolants, Floor-Dry™ and solvents can be included for the free shipping with a qualifying oil order.

Please contact Customer Service if you have any questions.

*CHS reserves the right to change or discontinue this program at any time.*

## 5% Purchase Incentive

To add efficiency to ordering your quality Farm-Oyl® products, dealers will receive a 5% discount for emailing or faxing your Farm-Oyl lubricants or grease orders directly to Customer Service. Feel free to skip the phone call!

#### How the Program Works:

1. As a dealer, complete and send your Farm-Oyl lubricants or grease order directly to Customer Service either by email or by fax. **Orders must include the CHS part number to qualify for the discount.**
2. Customer Service will automatically apply a 5% discount to your invoice at the time of processing.
3. The purchase incentive is in addition to any other programs currently offered.
4. There are no minimum order quantities – just fax or email your order directly to Customer Service.



CUSTOMER SERVICE FAX 866-607-4993  
EMAIL: [farmoyl@chsinc.com](mailto:farmoyl@chsinc.com)



## Fall Harvest Oil Promotion

**Program dates:** July 1, 2017 to Sept. 30, 2017

**How the program works:** Purchase oil at five qualifying levels and receive a competitive discount and favorable terms including free freight. Shipments are at the vendors' option via CHS Transportation.

**Rush orders do not qualify.**

Level	Gallons	Quantity Discount	Terms
Level 5	250 - 749	2%	Net 30 days
Level 4	750 - 1,199	3%	1% 30 days/Net 60
Level 3	1,200 - 2,199	4%	1% 30 days/Net 60
Level 2	2,200 - 3,299	5%	1% 30 days/Net 60
Level 1	3,300 or more	6%	1% 30 days/Net 60

All grease, antifreeze/coolants, Floor-Dry™ and solvents can be included for the free shipping with a qualifying oil order.

Please contact Customer Service if you have any questions.

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# Winter Chill Oil Program

**Program dates:** Dec. 1, 2017 to Feb. 28, 2018

**How the program works:** Purchase oil at five qualifying levels and receive a competitive discount and favorable terms including free freight. Shipments are at the vendors' option via CHS Transportation.

**Rush orders do not qualify.**

Level	Gallons	Quantity Discount	Dec/Jan Order Terms <i>(For orders placed during Dec. and Jan. for Immediate Shipment)</i>	Feb Order Terms <i>(For all orders placed in February)</i>
Level 5	250 - 749	2%	1% 30 days/Net 60	Net 30 days
Level 4	750 - 1,199	3%	3% 30 days/Net 60	Net 60
Level 3	1,200 - 2,199	4%	3% 30 days/Net 60	Net 60
Level 2	2,200 - 3,299	5%	3% 30 days/Net 60	Net 60
Level 1	3,300 or more	6%	3% 30 days/Net 60	Net 60

All grease, antifreeze/coolants, Floor-Dry™ and solvents can be included for the free shipping with a qualifying oil order.

Totes, drums and packaged products are included.

Please contact Customer Service if you have any questions.

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# Summer Grease Sale

**Program dates:** May 1, 2018 to July 31, 2018

**How the program works:** Purchase grease and receive a competitive discount and favorable terms.

- 6 different products
- 6 different containers
- 36 combinations

**Discounts only apply to grease.** All oil, coolants, Floor-Dry™ and solvents can be included for free shipping with a qualifying grease order.

**Rush orders do not qualify.**

**MIX AND MATCH  
GREASE PRODUCTS  
TO MAXIMIZE  
THE DISCOUNT**

Order Level	Minimum Lbs.	Free Freight	Grease Quantity Discount	Terms
Level 3	700 lbs.	Yes	4%	Net 30 days
Level 2	1,225 lbs.	Yes	6%	Net 60
Level 1	2,000 lbs.	Yes	10%	Net 60

Please contact Customer Service if you have any questions.

**Please Note:** Grease order levels are calculated using net grease weight, not shipping weight for each package. Please use the following standards when creating your order:

- 120# Keg = 120 lbs. grease
- 35# Pail = 35 lbs. grease
- 4/10 Pack = 35 lbs. grease
- 12/1# Wheelbearing = 12 lbs. grease
- 12/1qt Fluid Gear = 24 lbs. grease
- 32 - 4/10 Pack of Grease = Full Pallet

For Example on Minimum Lbs.:

- 700 lbs. = Qty 20 - 4/10 packs of grease
- 1,225 lbs. = Qty 35 - 4/10 packs of grease
- 2,000 lbs. = Qty 58 - 4/10 packs of grease

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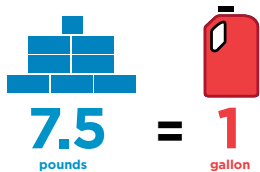


# Farm-Oyl® Power Perks

**Qualifying purchase period:** Nov. 1, 2017 to Mar. 31, 2018

**How the program works:** During the promotional period, end-user customers can earn a Visa® gift card by purchasing 30 gallons or more of quality Farm-Oyl® brand lubricants and/or greases\*. The more gallons they buy, the more gift cards they can earn!

Number of Gallons	Gift Card Earned
30 - 54 gallons	\$25 gift card
55 - 99 gallons	\$50 gift card
100 - 199 gallons	\$75 gift card
200+ gallons	\$100 gift card



Grease Conversion	
Package Type	Volume Conversion
Case 4-10pk	4.7 gallons
35# Pail	4.7 gallons
120# Keg	16 gallons
400# Drum	53.3 gallons

Timeline	Date
Qualifying purchase period	Nov. 1, 2017 to Mar. 31, 2018
Gift cards mailed to customers	<b>Within eight weeks of receiving redemption forms and proof-of-purchase</b>

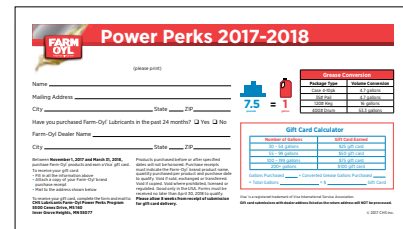
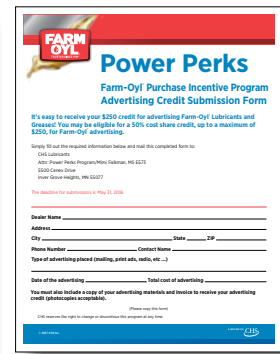
\* All Farm-Oyl lubricants and greases qualify for promotion, including packaged lubricants and coolant. Chain bar oil, hydraulic parts and accessories do not apply.

**Gift cards expire within 10 months of issue as stated on card. Expired cards will not be replaced.**

Visa® is a registered trademark of Visa International Service Association.

**In October, dealers will be sent:**

- 2 pads of 50 end-user redemption forms
- Print ad templates – both color and black/white
- Advertising Credit Submission Form



Keep a tear-off redemption form pad at your counter for customers to complete the form and mail it in with their proof-of-purchase. **Gift cards will be mailed directly to your customers within eight weeks of receiving their redemption forms and proof-of-purchase.**

**Participating dealers may receive up to \$250 in advertising cost-share from CHS in the form of a credit by mailing a copy of the advertising submission credit form, invoice and ad tearsheet to:**

**CHS Lubricants  
Attn: Power Perks Program/Mimi Falkman, MS E573  
5500 Cenex Drive  
Inver Grove Heights, MN 55077**

*CHS reserves the right to change or discontinue this program at any time.*

**CUSTOMER SERVICE FAX 866-607-4993  
EMAIL: farmoyl@chsinc.com**



Farmer-owned with  
global connections

5500 Cenex Drive  
Inver Grove Heights, MN 55077  
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**Farm-Oyl Lubricants Customer Service:**

Direct: 651-355-8541  
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