

# New Options to Grow Your Business



**New!**



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**Chevron's PitPack® Racks are the space-efficient storage, display and messaging system that allow professional installers to carry the products required by end customers.**

### Use smaller racks:

- for expansion opportunities with customers that already have the 4x4 Rack Stand and are high volume sites or need additional storage for more product viscosities
- as a wedge to drive trial, e.g. operators that want to try it but are unsure, space constrained, lower volume sites, or just want it for certain products



Contact our support team: 1.800.822.5823

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## Key Features & Benefits

### Package

- Holds 6-gallons (24-quarts)
- Sealed in a self-collapsing, high-density, industry tested, polyethylene bag which collapses upon itself as oil is dispensed
- Uses 89% less plastic (saves 21 quart bottles)
- Labels are colored to match the product type
- Highly visible viscosity text for easy identification
- No drip dispensing nozzle
- Cartons are 100% recyclable



### Racks

- Solid engineering to give you peace of mind
- High gloss paint is easy to keep clean
- Wire grate bottles shelving prevents oil drips and spills from ever sitting on a flat metal shelf
- Removable durable plastic drip trays on each bottle shelf allow for easy clean up
- Double-sided environmental header card (4x4 and 2x2 racks) so customers can see the message no matter where the rack is placed in the shop
- Prominent Chevron master brand usage on header card (4x4 and 2x2 racks)
- Rack options to allow customers to carry up to four (4) or eight (8) different products
- Each rack kit comes shipped with everything a customer needs to get started (less product)

**tip** Drive scale by converting your installed quart business to PitPack.

### The Many Benefits to Professional Installers

- Lower cost package compared to small packs
- Bulk alternative for premium products where adding another tank/drum is not a viable option
- Carry more premium products in approx. 1/2 the space of the equivalent volume of quart cases
- Improve organization, fewer stray bottles
- Reduce exposure to inventory loss (shrink) by not having to stock quart bottles
- Improves transaction speed (compared to quarts), enabling vehicles to get in and out, faster
- Leaves less residual oil in the bag than the equivalent volume of 24 individual quart bottles
- No need to tie up cash in drum inventory of premium products, if it is not needed
- Uses 89% less plastic compared to using 24-quart bottles, which means less trash and landfill
- Save on fewer dumpster pickups
- Communicate a strong, positive social environmental message to customers
- Different rack options to meet different needs

### Benefits to End Consumers

- A faster oil change service
- A very visible environmental statement
- They can feel good knowing that they are buying from a facility that is contributing to doing something good for the environment in their community (less plastic landfill waste)

**tip** Attach the laminated instruction sheet on how to open a PitPack box to the rack with the zip tie provided. Train and help prevent incidents.

### Available Products



**Havoline ProDS Full Synthetic**  
0W-20, 5W-20, 5W-30,  
and Euro 5W-40

**Havoline ATF**  
MV ATF  
Synthetic MV ATF Dexron-VI



**Havoline Synthetic Blend**  
0W-20, 5W-20, and 5W-30

**Delo HDMO**  
400 LE 15W-40  
400 XLE SynBlend 10W-30  
400 LE Synthetic 5W-40



**Havoline High Mileage**  
5W-20, 5W-30 and 10W-30

**Supreme Conventional**  
5W-20, 5W-30 and 10W-30

**Havoline Conventional**  
5W-20, 5W-30 and 10W-30

## 4x4 PitPack Rack



### Target customer considerations:

- Recommended go-to option. It carries the most product considering the complexity of viscosity grades required across product segments to meet end customer needs
- Holds up to eight (8) different products
- Most prominent environmental messaging

### Kit Components:

- 1- Header card
- 2- Dispensing shelves that hold 4 boxes each
- 2- Shelves that hold 4 dispensing bottles each
- 4- Plastic drip trays
- 8- 5 quart/5 liter plastic dispensing bottles
- 1- Assembly instructions sheet
- 3- Product/viscosity sticker sheets
- 1- Counter Mat

**Dimensions**-42 $\frac{5}{8}$ "x 23"x 80"

### 3 Boxes:

- 44"x 15"x 15" 68 Lbs
- 26 $\frac{1}{2}$ "x 4 $\frac{1}{2}$ "x 47 $\frac{3}{4}$ " 87 Lbs
- 24"x 24"x 12" 10 Lbs

## 2x2 PitPack Rack



### Target customer considerations:

- Expansion. Perfect for customers that already have the 4x4 Rack and are high volume or need more storage for additional products/viscosities
- Space constrained or lower volume sites
- Use as wedge to incent trial
- Holds up to four (4) different products
- Environmental messaging

### Kit Components:

- 1- Header card
- 2- Dispensing shelves that hold 2 boxes each
- 2- Shelves that hold 2 dispensing bottles each
- 2- Plastic drip trays
- 4- 5 quart/5 liter plastic dispensing bottles
- 1- Assembly instructions sheet
- 3- Product/viscosity sticker sheets
- 1- Counter Mat

**Dimensions**-22 $\frac{1}{4}$ "x 23"x 80"

### 3 Boxes:

- 25 $\frac{1}{4}$ "x 4"x 49 $\frac{3}{4}$ ", 87 Lbs
- 22 $\frac{3}{4}$ "x 16"x 11 $\frac{1}{4}$ " 45 Lbs
- 24"x 24"x 12" 10 Lbs

## Mobile PitPack Unit



### Target customer considerations:

- A great option for expansion, or for large/long facilities like repair shops, tire shops, or for small shops. Offers flexibility through mobility
- Has four (4) locking heavy duty casters
- Holds up to four (4) different products

### Kit Components:

- 1- Dispensing shelf that holds 4 boxes
- 1- Shelf that holds 4 dispensing bottles
- 2- Plastic drip trays
- 4- 5 quart/5 liter plastic dispensing bottles
- 1- Assembly instructions sheet
- 3- Product/viscosity sticker sheets
- 1- Counter Mat

**Dimensions**-44 $\frac{7}{8}$ "x 20 $\frac{1}{2}$ "x 36"

### 3 Boxes:

- 46"x14  $\frac{3}{4}$ "x 8  $\frac{3}{4}$ " 42 Lbs
- 22"x 2  $\frac{3}{4}$ "x 32" 53 Lbs
- 24"x 24"x 12" 10 Lbs

**tip** Drive execution and start up by showing up at a site, with PitPack product, constructing the Rack for the customer, and coach on opening boxes

## HOW TO ORDER



### Chevron Lubrication Marketers:

#### Step 1

Order product in CLeO

#### Step 2

Order PitPack rack kits on [chevronmerchcenter.com](http://chevronmerchcenter.com)

### Marketer-served Installer:

Order PitPack product and/or PitPack Racks through your local Chevron Lubrication Marketer Representative

### Direct-served Installer:

Order PitPack product and/or PitPack Racks through your local Chevron Business Consultant

**tip** The average vehicle on the street is 11.4 year old. Tire stores and repair shops can increase their average ring and profit by selling Havoline High Mileage motor oils.

Contact the Chevron Lubricants Business Support Team **1.800.822.5823** for any order related questions

To find a local Chevron Lubrication Marketer, go to: <http://www.chevronlubricants.com>

