

TMS Sheet: Hydraulic Powered Lubrication System - HP-400 “Compact Chief”

Technical – Marketing – Sales Information

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Product Description

Compact sized, fully functional, Progressive Lubrication System, hydraulically operated and designed for use on (compact) on/off-road vehicles and equipment with hydraulic operating attachments.

Why

We believe there is a huge market for compact Lubrication Systems that are easy to install and highly reliable, where traditional systems are too large or expensive to install. It's here: The “Compact Chief”.

Technology Features

- Powered off hydraulic cylinder pressure, only greases equipment when in active use, and works with standard grease tubes.
- Delivers a selectable grease volume per operating cycle.
- Ideal for equipment with intermittent use
- Grease level ports indicate when to replace a grease tube, a low-level sensor triggering an LED can be added in bottom of pump (optional).

Lubecore USP's

- This **Lubecore Automated Grease System** doesn't require an electrical or pneumatic external power supply, and no timer is needed, therefore installation is simple compared to conventional AGS.
- **Powered** by connecting the pump into the equipment's hydraulic system by way of a gauge port adapter (picture in manual). Simple, safe and reliable.
- **Compact design** doesn't require a lot of space, ideal for hydraulically operated equipment on delivery trucks, for example, greasing a tailgate or knuckle boom cranes.
- **Works** only when needed (automatically).
- **Fast installation**

Customer Benefits

- **Simple, reliable system** lay-out for equipment or attachments that are used constantly or intermittently.
- **Economical solution**, low-cost system, low maintenance.
- **Easy refill**; just change the grease cartridge (standard 400 gram/14 oz.).
- **Best protection**. Expensive attachments are often overlooked, which can lead to high repair costs.
- **Quick delivery and installation**. Look at it today, get it working on your machine next week.

Target Groups / Market Segments

- Compact heavy equipment dealers/end-users.
- Owners and users of almost all hydraulically operated equipment attachments on trucks, heavy equipment, delivery vehicles, garbage trucks, tractors, backhoes, truck cranes, buckets on hydro-trucks, tree spades, side-loading arms, etc.



Systems

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How to Market / Sell: Your Successful Approach

This product is ideal for selling to:

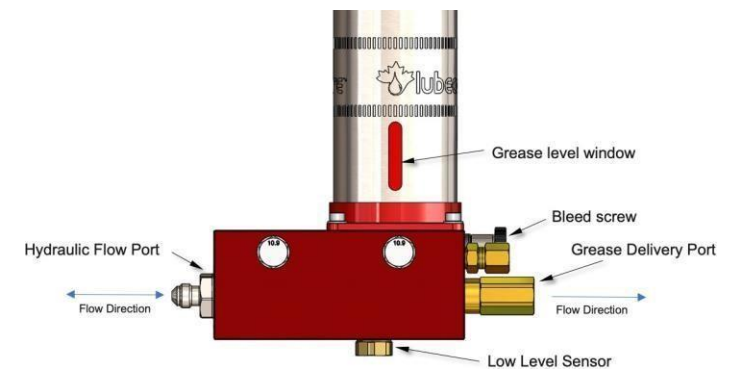
- **Existing Customers** – Those you know who have hydraulically operated equipment. Send a newsletter out to your existing customers with a direct-order link, and an inquiry/get a quote button. This is a low-cost marketing campaign (text provided by Lubecore) with a high conversion rate potential. Not only will customers be interested and want to know more, but you are also in contact with them again! At the same time, you offer your customers new lubrication system solutions that were previously out of reach or not possible. You add value by sending out this message and selling your existing customers this great compact, effective, and economical solution.
- **New Customers** – There is a whole Market Segment out there previously unreached because our products/equipment weren't the right fit for them. The potential is huge! Compact machines/equipment with hydraulically-operated attachments far outnumber heavy equipment units in all sorts combined, no matter where you are in the world. This product is a conquest product; you will be able to meet and serve new customers and thereby grow your customer base, and your turn-over/revenue.
- **Every new customer with a Hydraulic Powered Lubrication System** is a new potential user of Lubecore Grease Tubes. Set your customers up on a subscription to receive Grease Tubes regularly, which will mean convenience for your customers and frequent turn-over for your business.

This product is also an excellent marketing tool:

- You can approach any end-user of (compact), hydraulically-operated equipment.
- You can campaign to leads in your CRM using this product as an ice-breaker to personally get in touch with them. Visit a lead for a consultation session, look at the equipment at hand and put together quotes. Installation can be arranged quickly.
- Remember, "Every contract started with making contact."



Mounting holes



Systems