

SOUNDINGS Trade Only®

June 2009

WWW.TRADEONLYTODAY.COM

Gold Eagle

MARINE Formula STA-BIL® Ethanol Treatment Protects Engines from Ethanol

E-10 gas, or gasoline containing 10 percent ethanol, may have environmental benefits, but it also can create serious problems for anyone owning a gas-powered marine engine.

Fortunately, boaters have a powerful new weapon in the fight against ethanol's detrimental effects. By using the MARINE Formula STA-BIL® Ethanol Treatment at every fill up, they can protect their fuel systems from Ethanol-induced water attraction and corrosion – eliminating the need to drain the fuel from the tank – helping to protect the environment while at the same time keeping money in their wallets.

"The STA-BIL brand is well known and has been trusted by boaters for over 40 years," says Gold Eagle Co.'s EVP/ Chief Innovation Officer Manny Grijalva. "These same consumers have told us that all they really want is to have an enjoyable and worry-free day on the water. Ethanol-blended fuels have given them some cause to worry, so we created this new formula to allow them to focus on their boating experience" says Grijalva.

Marine STA-BIL vs. Regular Formula

Boaters are recommended to use Marine Formula STA-BIL at every fill-up to protect against the damaging effects caused by today's ethanol-blended gasoline. "With the introduction of ethanol-blended fuels, and the problems that these fuels can have on marine engines, an Ethanol Treatment was the next logical step in expanding our STA-BIL product

line and in supporting the boating industry," says STA-BIL Brand Manager Jennifer Robertson. "The STA-BIL brand now can be counted on to protect boater's equipment year round."

However, this positioning was a bit of a challenge for the company when its new product was first introduced. Long time STA-BIL Fuel Stabilizer users were accustomed to only using the product during storage. But to successfully prevent ethanol-related problems, this new product requires use with every tank. "There were some questions at first, but with the strong advertising and education campaign we implemented last year and have continued this year, I think we've done a pretty good job of defining the two products" says Robertson.

And just to clarify, there are distinct differences between the two STA-BIL branded products. "Marine Formula STA-BIL contains twice the corrosion inhibitor found in original STABIL, which is an important benefit for 'open' fuel systems that vent to the air and continually attract water like those found on boats. It also contains more than four times the fuel system cleaner than original STA-BIL, to clean up those power-robbing deposits that can form in fuel tanks, lines, injectors and carburetors, after using Ethanol-blended fuels, providing better engine performance and reduced emissions," Robertson reports.

The product is safe to use in all boats and personal watercraft, as well as in any other 2 or 4-cycle gasoline engine. It is currently available in two sizes – the 8 oz. bottle treats up to 80 gallons of fuel, while the 32 oz. bottle treats up to 320 gallons. Both are packaged in a convenient, measure-chamber bottle.

"It's a must for any marine accessories department," Robertson says.

Industry pioneer

MARINE Formula STA-BIL is manufactured by Gold Eagle Co. Founded in 1932 by Armin Hirsch, Gold Eagle has been an industry pioneer for more than three quarters of a century in the production and distribution of aftermarket fluids and additives. The company's headquarters, manufacturing and distribution facilities occupy over 400,000 square feet in the heart of Chicago's industrial hub.

Gold Eagle's on-site laboratory facilities and staff have helped to establish the company as a leader in product formulation and innovation, providing testing and quality assurance from the very start of the product development/production process. The company's state-of-the-art manufacturing plant includes in-house plastic bottle blow molding along with complete blending, filling, labeling, and packaging operations for products ranging in size from 4 oz. bottles to 55-gallon drums.

Automotive know-how

The company is well known in the automotive sector as the developer and manufacturer of many successful fuel-system additives and cleaners including the DieselPower!® line of performance diesel products, 104+® Octane Boost, HEET® Gas-Line Antifreeze, NO-LEAK® Treatments, AlumAseal® Radiator Stop Leak, and new Start Your Engines!® Fuel Revitalizer.

Gold Eagle supplies both branded and private label products to wholesalers, retailers and installers in North America and in over 70 countries around the



MARINE Formula STA-BIL® Ethanol Treatment protects against ethanol's negative effects.

world. The company's warehousing and shipping facilities have drop-shipment capabilities and provide accurate, complete, and on-time fulfillment of customer orders for superior service.

For more information, contact Gold Eagle at 1-800-621-1251 or visit www.goldeagle.com.