



PitPack® Testimonial: Huffman Oil

Huffman Oil is a Chevron 1st Source Installed Marketer in Burlington, NC that also owns and operates five Havoline® xpress lubes. Robert Register, Sales Manager, took some time to share his thoughts on how PitPack has benefited both Huffman Oil and their entire portfolio of automotive installed business.



What has been the biggest impact that PitPack has had on you as a Marketer?

"It's helped us gain gallons that we weren't getting before. Many accounts would order some Havoline® ProDS™ 5W-30 and one high mileage product from us but would fill in their oil orders from a parts house when ordering belts, filters, etc. Now, with PitPack, they want to fill all 8 spots on the rack so it's really helped our premium product sales. We've also received more of a commitment from our customers. They've really latched on to PitPack and once you get a rack in their facility, they're committed to you, similar to putting in a bulk tank."

Have you been able to get PitPack into all of your existing Installed accounts?

"Over 80% of our installed customers have taken on PitPack since its introduction. All of our Havoline xpress lubes have it and the majority of tire stores and garages have adopted it as well. For these smaller accounts, many weren't ordering any case goods from us before so it's been a nice share-of-wallet gain and allowed us to capture more of the lucrative business."

How do your sales reps market and sell PitPack?

"PitPack has allowed us to put together a whole program with bulk, package (PitPack) and promotions to get the prospects' attention. Our focus is to grow the Chevron product portfolio with existing accounts and obviously gain new business with a full complimentary offering that we didn't have before PitPack."

With the onset of GF-6 in 2016, how relevant do you see PitPack for you and your customers?

"There are so many viscosities now that it's difficult for these installers to carry every product their customers need. PitPack

has made it easier for them to carry the whole 'ball of wax' without carrying a ton of inventory. So inventory control and lower cost of goods has been and will continue to be a big focus for *us* and *our customers*."

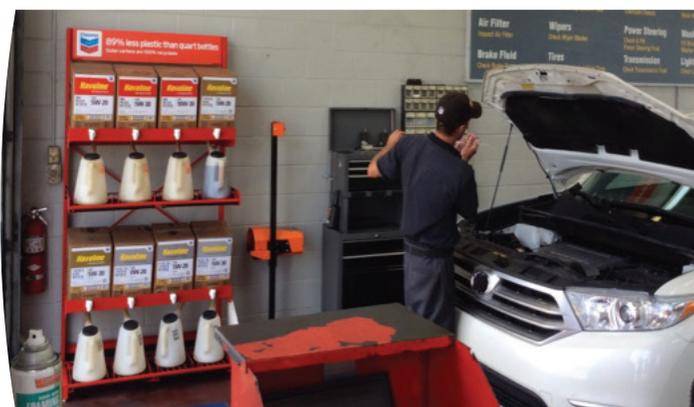
David Heroux, District Manager for Huffman's five Havoline xpress lubes, also shared his insight on how PitPack has affected the day-to-day operations at their stores.

After 2-3 months of bringing in PitPack, what were the 1-2 main differences you saw right away?

"Within the first week, there was a huge difference. Not having to deal with all the plastic 1qt. bottles was much more convenient for the technicians. Our techs noticed a time saving difference in the first two days. This helps establish momentum with our guys when we can shave 3-4 minutes off an oil change, it gets more cars through the bays and keeps our customers happy."

Are your customers commenting on PitPack?

"All of our shops have a poster explaining why we're using PitPack. I've had a lot of customers comment, saying 'I'm glad to see all those plastic bottles aren't going in the trash'. A lot of people are noticing the recycling effort"



How did you train your techs on PitPack?

"We took all the guys in the shop, explained what it is, why we're using it and the process involved so they have an understanding and can convey to the customer why they're using PitPack. Customers like someone talking to them that is confident about what they are offering."

Overall, PitPack has been very positive for our business. It helps our technicians, and while it can be looked at as a small thing, if you're in the oil service business, the small things make all the difference in the world."