

1-800-589-RICE (7423)
 677 MIAMI STREET
 P.O. BOX 428
 AKRON, OH 44308
 FAX: 330-376-4107
 WWW.1800589RICE.COM

1-800-589-RICE

World-Class Environmental & Lubrication Products and Services

VOLUME 1, ISSUE 11

Q4 2007

CUSTOMER FEED-BACK

- "Oil analysis was 'Greek', unscheduled downtime an embarrassment and early retirements and consolidations had me worn out wearing too many hats. Mobile MyReliability and MyOilAnalysis are priceless tools."
- "Frustrated my car count was flat to declining, MyReferral got me growing again."
- "I didn't know what I didn't know. MyGeneration gives me peace of mind."

SOLUTIONS

MyGeneration

MyOilAnalysis

MyReliability
Mobile

MyReferral

MySPCC

MyMSDS

MyTanks

Support Services

MyGeneration™

Maybe you've got an environmental master trying to make sure your facility doesn't manage its waste inappropriate to the regulations but at the end of the day, what is your core business? It's probably not environmental compliance stuff.

You don't have time to figure out which piece of hazardous material ended up in what landfill with what carrier and how did it get there or fall off the truck on the way to the grave.

Among other Associations recommending the service, MyGeneration is endorsed by the Akron Area Auto Dealers

Association (AAADA) as well as the Youngstown Auto Dealers Association of Eastern Ohio (ADAEO). Rice's support services can help

MyReferral™ ONLINE MARKETING SYSTEM

Are oil changes, service tickets and car sales slowing, flat or declining? Are you finding it hard to stand out from the rest of the pack? Are you looking for a way to get a consistent stream of new faces in the door? Is it difficult to measure the ROI on your advertising?

What if you could quickly and easily start using one of our support services to get your

existing customer referring new customers? Rice's support services can help.

MySPCC

Tired of dealing with the confusing hassles of environmental paperwork? Feeling the uncertainty of what to do about environmental compliance regulations like SPCC?

Suppose there was a way with out you having to have any knowledge at all for you to keep yourself environmentally compliant?

Rice's support services can help.

BUNDLED SERVICES

1. PRACTICING OIL ANALYSIS
2. OIL ANALYSIS INTERPRETATION & MAINTENANCE RECOMMENDATIONS
3. LUBRICATION PROGRAM DESIGN
4. CONTAMINATION CONTROL
5. FILTRATION, DECONTAMINATION & REFORTIFICATION
6. LUBRICANT STORAGE, APPLICATION & HANDLING EQUIPMENT, SYSTEM DESIGN & INSTALLATION
7. ENVIRONMENTAL COLLECTION, RECYCLING & DISPOSAL SERVICES (9 ENVIRONMENTAL SERVICES)

PRODUCTS

1. CHEMICALS
2. OIL ABSORBENTS
3. WINDSHIELD WASH
4. PYROIL PRODUCTS
5. ANTIFREEZE (50/50 PRE-MIX, HD & CONVENTIONAL)
6. iCAN & OIL SAFE
7. LUBRICANTS, OILS & GREASES (SYNTHETIC, SEMI-SYNTHETIC, CONVENTIONAL)

SUPPORT SERVICES

1. MYGENERATION
2. MYRELIABILITY
3. MOBILE MYRELIABILITY
4. MYSPCC
5. MYMSDS
6. MYTANKS
7. MYREFERRAL

Product & Service Lines

BUNDLED ENVIRONMENTAL SERVICES

- BASE LINE SAMPLES
- BATTERY COLLECTION & RECYCLING
- FLOURESCENT BULB RECYCLING
- PARTS CLEANER SERVICE
- OILY WATER COLLECTION
- USED OIL COLLECTION & RECYCLING
- USED OIL FILTER COLLECTION & RECYCLING
- SPENT ABSORBENT COLLECTION & DISPOSAL
- SPENT ANTIFREEZE COLLECTION & RECYCLING
- VACUUM SERVICES
- MORE . . .

FULL LINE OF RELIABLE PRODUCTS

- ANTIFREEZE (CONVENTIONAL, EXTENDED LIFE, 50/50 PRE-MIX)
- BEARING LUBRICANTS
- CHAIN DRIVE LUBRICANTS
- CHEMICALS
- CIRCULATING OILS
- COMMERCIAL ENGINE OILS (ON-HIGHWAY, OFF-HIGHWAY, CONVENTIONAL, SYNTHETIC)
- COMPRESSOR LUBRICANTS (CONVENTIONAL, SYNTHETIC)
- CONCRETE FORM OILS
- CYLINDER OILS
- DIESEL ENGINE OIL (STATIONARY)
- FOOD-GRADE LUBRICANTS
- GEAR LUBRICANTS (EXTREME PRESSURE, MULTI-GRADE, SYNTHETIC)

- GREASES (AUTOMOTIVE, COMMERCIAL, INDUSTRIAL, SYNTHETIC)
- HEAT TRANSFER OILS
- HYDRAULIC OILS (ANTI-WEAR, R&O, FIRE RESISTENT, LOW TEMP, SYNTHETIC)
- METALWORKING FLUIDS (CLOSURE OILS, CUTTING FLUIDS, GRINDING FLUIDS, HONING OILS, QUENCH OILS, STAMPING OILS, WATER SOLUBLES)
- NATURAL GAS ENGINE OILS
- OIL ABSORBENTS
- PASSENGER CAR ENGINE OILS (STRAIGHT WEIGHTS, MULTI-GRADE, SYNTHETIC)
- ROCK DRILL OILS
- RUST PREVENTATIVES
- SPINDLE OILS
- SOLVENT DISTILATION UNITS
- STODDARD SOLVENTS
- TRANSFORMER OILS
- TRANSMISSION OILS (CONVENTIONAL, CHRYSLER ATF4, FORD MERCON V, GM DEXRON VI, TRANSYND, UNIVERSAL SYNTHETIC ATF)
- TURBINE OILS
- USED OIL (ON-SPEC FUEL OIL)
- USED OIL BURNERS
- WAY LUBRICANTS
- VACUUM PUMP OILS
- WHITE OILS
- WINDSHIELD WASH
- MORE . . .

1-800-589-RICE
World-Class Environmental & Lubrication Products and Services

www.1800589RICE.com