



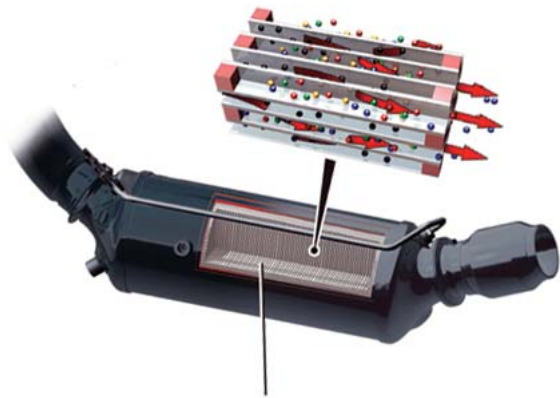
NEW FORMULA - IMPROVED RESULTS

Concentrated Product Strategy

A common strategy in the fuel additive market is to provide a low price point package. This is achieved either by diluting active ingredients with solvents, or by addressing fewer fuel performance categories. A quick check will show you that most products address lubricity and fuel gelling, with perhaps detergency as almost an after-thought.

By choosing a concentrated formula strategy, you save in three critical areas: transportation, storage and lower net costs. This allows you to transport and warehouse up to four times less product in order to treat equivalent volumes of fuel.

Our goal is to provide excellent value in the fuel enhancement market, and our re-engineered formula that is both concentrated and multifunctional provides unrivalled value.



DIESEL PARTICULATE FILTER

Our multifunctional products, for example, now cater to ten fuel performance categories for an average cost of around 1.3 cents per litre at retail. This is the lowest available treatment cost on the market for any product that treats eight or more performance factors.

DPF X-Tend™

4+ Premium®, 4+ Arctic® and Diesel Boost are now formulated with a new component to reduce soot deposits in Diesel Particulate Filters (DPFs). This is a major breakthrough that benefits operators of equipment with DPFs, because of the extremely high cost of replacing these filters. This feature represents a powerful benefit to reduce costs.

Black-Filter Eliminator™

Many Original Equipment Manufacturers have discovered a phenomenon known as Black Filter Syndrome. This phenomenon commonly occurs when Ultra Low Sulphur Diesel fuel (ULSD) is used in modern engines with common-rail and electronic unit injection systems. The combination of ULSD and the heat generated by the high pressure injection systems causes the fuel to “cook” in the injection system.

Because of the high volume of fuel which is returned to the tank to cool the fuel system, the carbon deposits are quickly trapped in fuel filters. As the fuel filters become restricted, the operator will use more throttle to maintain power, which results in increased fuel consumption. In addition, filter life is shortened.

4+ Premium®, 4+ Arctic® and Diesel Boost now contain a component which prevents Black-Filter Syndrome.



Fuel Filter after
clean-up run with
the new formula.

Fuel Filter when
run with standard
ULSD Fuel

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The Silent Fuel Economy Killer

Fleet tests reveal source of wasted diesel fuel

During the latter part of 2008, engine performance tests were conducted to check the effects of the use of ultra low sulphur diesel fuel with the latest high pressure Common Rail (CR) and Electronic Unit Injectors (EUI) injection systems. The tests were done in response to customer complaints of premature fuel filter plugging.

Operators had reported a gradual drop off in engine performance and fuel mileage that seemed to be associated with short fuel filter life.

DSG's Trial Results

After several weeks of operation, diesel fuel filters would gradually turn black. Flow tests revealed that the flow through the filters was reduced at the same time.

Technicians called this "Black Filter Syndrome", and further research indicated that several engine and equipment manufacturers had become aware of this issue.

Technicians deduced that this may be caused by conditions within the fuel system. Dismantling of the high pressure injectors indicated moderate to severe carbon deposits on internal injector parts and fuel passages within a relatively short operating period. These deposits would then find their way to the fuel filters via the return fuel which is used to cool the fuel system.

Declining Fuel Economy and Increased Maintenance Costs

Apparent symptoms of Black Filter Syndrome are premature filter plugging, fuel system performance deterioration and declining fuel economy.

Fuel filters are expensive, but more importantly, plugged filters and under-performing fuel injection systems will result in the operator having to increase throttle position to retain power. Increased throttle position results in increased fuel consumption. In addition, excessive carbon and soot will adversely affect Diesel Particulate Filters – which can be very costly.

The Solution

In keeping with its mission to provide customers with high quality diesel engine solutions, our core products are now enhanced with a unique bio-synthetic detergent-based fuel enhancer that prevents Black Filter Syndrome, eliminates fuel injector deterioration, saves filters and reduces operating costs.

4+ Premium is a well known best seller in the Diesel aftermarket, and it has now been upgraded to deal with the Black Filter condition. It is designed for on and off-road applications and comes as a concentrated solution, without excess filler.

Diesel Boost is a similar product with a specific formula that suits truck engines, and also contains an anti-gel, so that one product can be used year-round.



Brand New Filter is seen on the far right of picture. The next filter (second on far right) has been contaminated by Black Filter Syndrome. The continued use with the new formula will clean-up the Black Filter contamination resulting in prolonged filter life and therefore critical engine protection.