

## GeoSeal® Product Triggers New Customer

### Background

During a recent routine sales call to a potential customer, we were able to capitalize on a competitor's weakness, and turn it into a Schroeder sale! The customer, a manufacturer of specialty rail trucks for performing maintenance on rail lines, had been purchasing dual spin-on filters. During our visit, we pointed out that the quality of the elements would not meet the ISO code required by the pump manufacturer, thus putting the functionality of the hydraulic system at risk. Furthermore, their aftermarket was unprotected, since replacement elements were readily available at just about any local filter store. The solution was to supply the customer with a filter housing that had a patented element. Schroeder's GeoSeal® GRT tank-mounted filter was proposed.



We are happy to report that Schroeder was awarded this GeoSeal® business for the following reasons

- Ability to supply a patented element, allowing them to capture aftermarket sales
- Quality of the oil was significantly improved to better than 18/16/13
- Ability to help them solve a problem previously unaddressed
- Our knowledge

### Specifications

Customer: Manufacturer of Specialty Rail Trucks

Type of Machinery: Rail Maintenance Truck

Reservoir Capacity: 65 Gallons

Operating Fluid: ISO 32

Schroeder Product: GRT

Customer Problem: Customer aftermarket sales