

Quarter 2 2009

In the pipeline

See us at
SED
2009



Pirtek extends VX Racing tie-up

The **fastest** emergency hose replacement service there is

A Time of Excitement

Once every three months, I sit down and write an introduction to the latest edition of In the Pipeline. And, despite the ongoing concerns about the global economy, it never ceases to amaze me just how much exciting and positive Pirtek news I have to comment upon each quarter.

When I prepared this latest column, I had recently returned from Pirtek's own 20th anniversary conference where I got to spend time with Licensees from up and down the UK and Ireland. Of course, the current credit crunch was a topic of conversation. But for most if not all our Hose Centres, the economic downturn has resulted in a greater demand for outsourced products and services of precisely the type we're able to provide.

And what a product range we're now able to offer! For anyone that knows us purely for on-site hose replacements, I would strongly suggest that you visit your local Hose Centre (you can find your nearest Centre by visiting the Service Centre Locator at www.pirtek.co.uk or www.pirtek.ie and pick up a copy of our brand new Fluid Transfer Solutions catalogue. It contains a staggering 18,000+ items, dispelling any thoughts that we're just a hose company.

More exciting still is the fact that, at the time of writing, we're just a few days away from the launch of the new British Touring Car Championship season. As you will read in the centre spread of this issue, we are not only sponsoring rising star Andrew Jordan but also



his VXRacing team-mates current champion Fabrizio Giovanardi and former champion Matt Neal. All three cars have performed superbly during close season practice sessions and VXRacing is set to be the team to beat during the 2009 season. Finally, if you would like an opportunity to meet Andrew Jordan or to see his car up close, I would encourage you to visit the SED exhibition (Rockingham Motor Speedway, May 12 - 14 May 2009) where Pirtek will again be exhibiting.

Best regards



Kelvin Roberts
Chairman, Pirtek Europe

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SEE US AT



To see Andrew Jordan's fantastic new VXRacing car, please visit us at SED 2009 (stand 198, Avenue C) between 12 and 14 May 2009 at the Rockingham Motor Speedway. And if you can be there on Wednesday 13 May, you can even meet Andrew in person.

Catalogue Hits Third Edition

The latest edition of the Pirtek Fluid Transfer Solutions catalogue is now available; and it's the biggest and best ever.



So you thought that Pirtek was just about hydraulic hoses and assemblies? Think again! As the latest edition of the company's Fluid Transfer Solutions catalogue proves, there is far more to Pirtek than merely hoses.

Now in its third edition, the new catalogue is over 800 pages in length and contains more than 18,000 line items, only a fraction of which are hoses. Indeed, a quick scan through the pages reveals a veritable Aladdin's Cave of parts and supplies for a wide range of industries.

"Obviously, Pirtek is known first and foremost as a provider of emergency on-site hose replacements and that is still the mainstay of the company," concludes business development director Alistair Wiggins. "However, our 90+ Centres across the UK and Ireland are also able to supply a comprehensive range of ancillary and complementary products and services including hydraulic pumps and motors, oil filtration and spill control products, industrial equipment and tooling, all of which are contained within the new Fluid Transfer Solutions catalogue."

To receive your FREE Pirtek Fluid Transfer Solutions catalogue, please take this magazine to your local Pirtek Hose Centre (Visit www.pirtek.co.uk or www.pirtek.ie) and use the online Service Centre Locator to find your nearest Centre).

Keeping Hydrex on Track



Jeff Ball

Despite being a national company, Hydrex Equipment (UK) Ltd has entrusted the hydraulic hose care of its 1,200+ machine fleet to Pirtek Bristol.

Portishead-based Hydrex Equipment (UK) Ltd is one of the UK hire sector's great success stories. Although the company's equipment fleet includes traditional equipment such as wheel loaders, excavators and telescopic handlers, it is for its fleet of roadrail excavators – used exclusively on the UK rail network – for which the company is best known.

Operating from 13 depots across the UK and with an experienced team of certificated rail managers and machine operators, Hydrex provides total equipment support to Network Rail and its "Track Renewal" companies as well as London Underground. As the company's Jeff Ball of the Hydrex/Fuchs sales workshops explains, "It is an industry that places specific demands upon the equipment, the operators and the associated support services. Almost all the work is against the clock and we generally have a very short timescale in which to complete our work."

Jeff Ball reports that he has entrusted its hydraulic hose care needs to nearby Pirtek Bristol. "Pirtek Bristol know our

Pirtek Bristol



equipment and always give a rapid response to any hose problem that might arise. Hydrex has 13 depots situated around the UK which could be a servicing nightmare. But we simply phone Pirtek and they take care of it. They know that speed of response is critical for us with such tight deadlines to meet, and they respond accordingly."



Pirtek extends VXRacing tie-



Pirtek is set to become an even more familiar name to TV motorsport viewers as it steps up its sponsorship to include all three VXRacing cars in this year's BTCC championship.

As well as prime branding on the BTCC car of Andrew Jordan, Pirtek will now be represented on the works Vauxhalls of Fabrizio Giovanardi and Matt Neal in the VXRacing team this season. The latest development came as BTCC bosses unveiled an even stronger TV package for the 2009

season, with a total of over 100 hours of television for the HiQ MSA British Touring Car Championship. In 2008, the BTCC drew almost 12 million TV viewers and that total is set to grow further in 2009, when each race day features in a live ITV4 broadcast of over six hours. In addition, the highlights programme has been extended by 50% - from 60 to 90-minutes - and will go out on ITV1 on Monday evening following the race weekend, with repeats on ITV4 and Men and Motors.

Further to the sponsorship of Andrew, the fastest rising star in the BTCC, Pirtek is delighted to announce that further branding has been negotiated across the whole team. This means that the reigning champion and a former champion will both carry Pirtek recognition on both their cars and racing overalls. In addition, the entire VXRacing team will have a Pirtek logo on their race shirts. This development represents a tremendous coup for Pirtek and is a further extension of the close relationship between Pirtek and

up



twitter

Anyone wanting up-to-the minute BTCC news direct from the trackside can follow Andrew Jordan on the fast-growing social network, Twitter, by going to www.twitter.com/andyjordanbtcc. In addition, the all-new VXRacing car will be making a guest appearance at next month's SED exhibition at the Rockingham motor speedway (SED 2009, 12-14 May 2009)



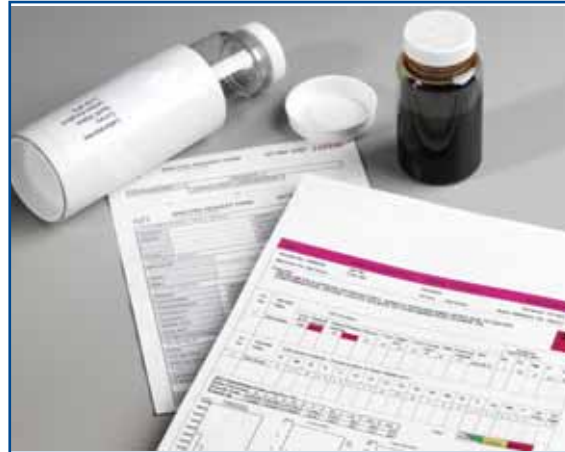
VXRacing. As well as primary branding on the car of the BTCC's brightest rising star, Pirtek will also have a presence on the cars of two of the biggest established aces of British Touring Car racing. Having branding on three cars, albeit on a much smaller level on the cars of Giovanardi and Neal, means that Pirtek will be at the heart of the superb BTCC action and the unrivalled live TV coverage that the championship enjoys. With three cars, it also means that if one car hits trouble, there are still two other opportunities for exposure in

each of the 30 races that make up the BTCC schedule. The addition of branding on the overalls of Giovanardi and Neal promises further superb TV exposure for the Pirtek brand. Meanwhile, the recent media day at Rockingham gave teams the first chance to compare times across the BTCC field and it was an excellent day for Andrew Jordan and VXRacing. The Pirtek car consistently ran in the leading times and Andrew ended the day fifth fastest, a fraction of a second behind team mate Neal and less

than a quarter of a second slower than defending champion Giovanardi. "The first races of the BTCC season at Brands Hatch on Sunday 5 April will soon be upon us," said Alistair Wiggins of Pirtek. "We look forward to seeing as many franchisees as possible at this event for the start of what promises to be a fabulous year for Pirtek and the BTCC."

The Importance of Cleanliness

The performance and longevity of equipment can be greatly undermined by the contamination of hydraulic fluids and lubricants, as Pirtek's Business Development Director Alistair Wiggins reports.



Why is hydraulic fluid care important?

The performance, life and reliability of hydraulic components are acutely sensitive to the quality and maintenance of the hydraulic fluid used in the system. That is why it pays to use a high-quality hydraulic fluid, inspect fluid samples at regular intervals, and practice regularly scheduled preventive maintenance. By observing these simple precautions, system downtime will be reduced and the overall life of the hydraulic system will be increased. High-performance hydraulic systems require very clean oil to maximize performance and extend the life of system components. It is not unusual for high performance hydraulic equipment to "silt up" and perform erratically when subjected to contamination.

How is the life of a hydraulic system shortened?

Hydraulic fluid contamination and deterioration are normal consequences for most hydraulic systems. Failure to adequately remove contaminants, or to change hydraulic fluid before severe fluid breakdown occurs, will lead to poor system performance. The most common hydraulic fluid contaminants are entrapped air and water, along with particles of metal, rubber or dirt. To maintain clean hydraulic fluid, samples must be taken regularly and appropriate mitigation should be immediate. Fluid deterioration might more appropriately be called "additive deterioration." Additives give the oil its particular characteristics; and because these additives are most susceptible to chemical and physical change, their deterioration is what leads to fluid breakdown. Fluid deterioration is often caused by operation at high temperatures. Fluid reservoir temperatures are best kept below 140° F (60° C).

How can hydraulic system life be maximised?

Regular monitoring and maintenance of the hydraulic fluid promotes the maximum operating performance and service life of the hydraulic system and its components. Two specific items must be checked regularly: contaminants in the fluid; and the fluid's chemical makeup. Fluid sampling and analysis is the best way to determine whether the fluid and filters should be changed. Fluid analysis will provide an accurate viscosity reading while detecting specific contaminants such as water or foreign particles. It can also be used to check the chemical makeup of the fluid to identify whether the additive package is still able to perform as it was originally intended. A correct evaluation of the contaminants in the hydraulic system is important. When the contaminating material is identified, its source can be investigated to prevent future contamination. One of the most common causes of hydraulic contamination is after a failed hydraulic hose is changed. All too often, the new hose is not cleaned prior to installation results in contaminants being introduced to the system.



What does clean hydraulic fluid look like?

Looking at and smelling hydraulic fluid is the simplest and most effective way to determine the fluid's condition.

Clean fluid is amber in colour. A milky, dark, or otherwise abnormal colour may indicate the presence of one or more contaminants. A milky appearance implies contamination by water. If the fluid looks milky, take immediate action to avoid severe damage to your hydraulic system. Stop the influx of water and remove the water from the system immediately. Water can be removed by passing the fluid through water-absorbing filters, or by flushing or draining the entire hydraulic system.

A marked change in the smell of the hydraulic fluid can indicate a chemical breakdown. This type of breakdown is generally due to air that has become entrapped in the fluid, which creates varnish-like nitrogen-oil compounds that contaminate the fluid. If a distinct change in the smell of hydraulic fluid is detected, have it chemically analyzed.

Pirtek centres are able to offer a complete oil analysis and flushing service and will be available to visit your facility to carry out an inspection.



UNDER NEW MANAGEMENT

Kieron Sullivan has taken over as the franchisee for Pirtek Southampton.

Aged 31 Sullivan has extensive Pirtek experience having worked as a Mobile Sales and Service Technician for 5 years before becoming Centre Manager in Southampton 2 years ago. He believes that having a stable team is crucial to the success of the business. "Amongst our staff we have five people who each have more than 7 years experience with Pirtek. We also have a strong customer base in a wide range of industries which keeps us on our toes."

COMPETITION



At the time of writing, the new British Touring Car Championship race season is just about to start. To celebrate the beginning of what promises to be a highly entertaining new season, we are giving one lucky In the Pipeline reader the chance to be trackside for a day of VIP hospitality and high octane excitement for two at the forthcoming Silverstone race meeting.

To enter, answer this simple question: On what date is the Silverstone BTCC race meeting scheduled to take place?

To enter, please email your answer to info@pirtek.co.uk. The winner will be drawn from the correct entries received. Closing date is 22.5.09. For further information, go to www.pirtek.co.uk or www.pirtek.ie



Frenetic Engineering



"As a Pirtek Centre, we're used to handling a wide variety of customer needs and it's fair to say that, like the other 90+ Centres across the UK and Ireland, we're able to offer a full range of complete hydraulic services," Edwards says. "However, we have become increasingly involved in more specialist engineering activities including system fault-finding, accumulator servicing, and hydraulic system design and installation. That was why I decided to put the new engineering van into our fleet" Edwards explains that the new van will be manned by Centre Manager and experienced hydraulics engineer John Kordula and that it will be unique among the 400+ Pirtek vehicles that cover the UK. "John Kordula brings with him considerable hydraulics engineering experience both here and overseas so this is a perfect opportunity to capitalise upon the skill set we have here at Swindon," Edwards concludes. "The new van will have none of the familiar hose racking and hydraulic hose kit of a traditional Pirtek van. Instead it is equipped with hydraulic diagnostic equipment, flow and pressure measurement devices, the tooling required to service and repair hydraulic accumulators as well as electrical test equipment. The vehicle is also able to carry out smaller welding repair jobs."



Pirtek Swindon has reacted to an increased demand for engineering assistance among its customers by adding a new, dedicated van to its fleet.

*Centre Manager,
John Kordula*

Even before the term "credit crunch" entered everyday speech, commentators had decried the lack of engineering here in the UK. But try telling that to Pirtek Swindon's veteran licensee Andy Edwards. With more than 16 years Pirtek experience under his belt, Edwards is well placed to comment upon the state of the UK engineering sector that he and his team serve. And the fact that he has just added a unique, dedicated engineering van to his mobile service vehicle fleet suggests that he has considerable faith in this important sector, in the Swindon area at least.



COMPETITION WINNER

Congratulations to John Swift of piling specialists Bachy Soletanche, winner of our last In the Pipeline competition, who correctly identified Pirtek Inverness as the Northernmost Pirtek Centre. John receives an exclusive Pirtek Kiwi international rugby shirt signed by Thomas Leuluai who played in the 2008 world cup final against Australia.