



## OUR HERITAGE

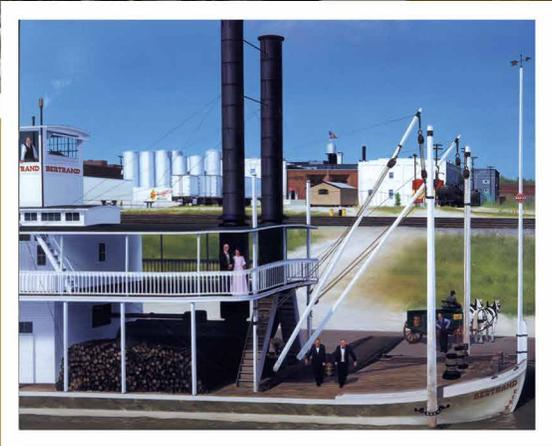
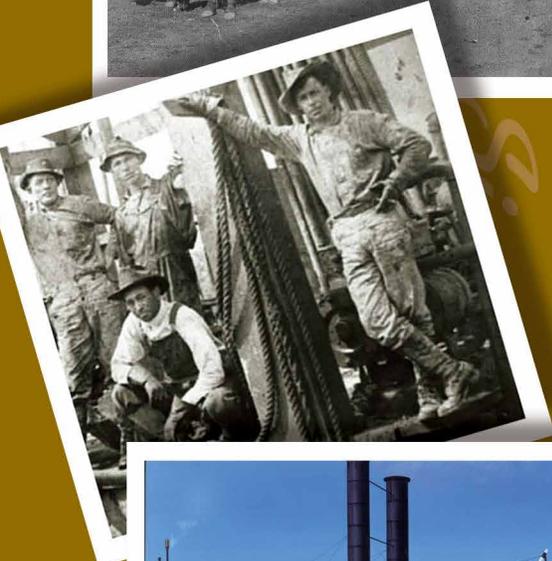
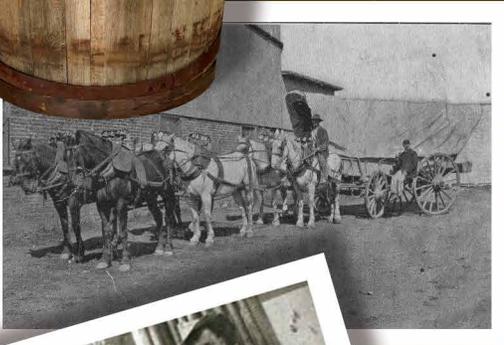
*The heritage of our past gives us a keen eye on the future.*

The oldest lubricant manufacturer in America with the latest technology ensures your success. Adapting to the changing needs of our customers and inventing new technologies gives Schaeffer a special advantage.

In 1839, Schaeffer Manufacturing Company provided greases and oils for wagon trains and steamboats. Times and technology changed and so did Schaeffer. Since then, we've developed many of the current concepts in lubrication, including advanced additives for performance, friction modifiers for fuel economy, and synthetics for extended lubricant life.

It's our philosophy to provide advanced lubricants for improved performance, reliability and economy. Knowing where we've come from is the best route to the future success of our customers.

*In 1839 Schaeffer Manufacturing Company provided the products for wagon trains and steamboats.*



When Schaeffer Manufacturing Company was founded: Andrew Jackson was 72 years old. Thomas Jefferson and John Adams had been dead 13 years. George Washington had been dead 40 years. Custer's Last Stand was only 37 years later. The city of St. Louis, MO was only 75 years old.

**1814**  
Nicholas Schaeffer born in Germany.

**1832**  
Nicholas Schaeffer arrives in the United States, eventually settling in St. Louis.

**1839**  
Schaeffer Manufacturing Company is founded by Nicholas Schaeffer in St. Louis. The company makes soap, candles, red engine oil for steamships and greases for Conestoga wagons going west.

# THE INDUSTRIES WE SERVE

## *Serving a variety of customers*

Schaeffer offers specialized lubricants to a variety of industries, including construction, mining, agriculture, manufacturing, industrial, commercial and municipal fleets, trucking, and high performance racing.



Schaeffer provides products and additives that improve fuel economy and horsepower, reduce emissions, clean vital components, reduce mechanical wear and scoring, prevent system failures, reduce energy costs, extend efficiency and performance, and exceed manufacturers' specifications.



**1840s**

Two young soap brokers from Cincinnati, OH were Schaeffer customers until they invented a soap of their own. Their names were William Proctor and James Gamble, and they called their new product Ivory Soap.

**1847**

Thomas Edison is born in Ohio.

**1849**

Schaeffer Manufacturing Company survives a devastating fire that destroys most of the city of St. Louis.



**1859**

Oil is discovered in Pennsylvania.

Nicholas Schaeffer helps his friend, Eberhard Anheuser, get back on his feet after a fire destroys his company, and for a short time the firm's name was Schaeffer-Anheuser & Company.



**1860**

Eberhard Anheuser invites Nicholas Schaeffer to join him in buying a local brewery. Nicholas is reputed to have said, "Eberhard, there's a brewery on every street corner. Soap is where it's at." Anheuser brings his son-in-law, Adolphus Busch, into the business, renaming it Anheuser-Busch in 1879.



St. Louis becomes the 8th largest city in the United States.

# TECHNOLOGIES & RESEARCH

## *Performance comes through improved technology*

Schaeffer continues to lead the way with innovations and advanced formulations for high performance lubricants and fuels.

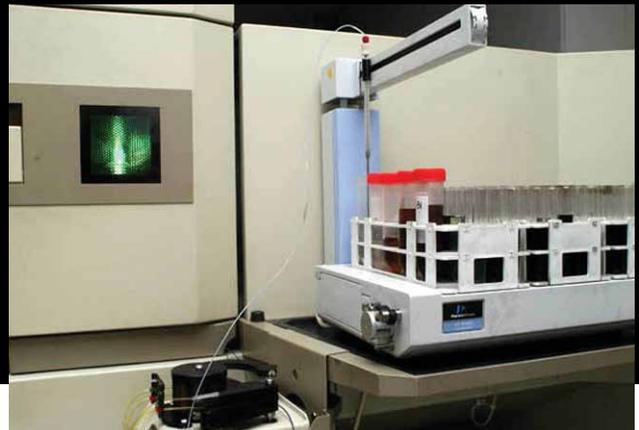


## *Premium Diesel Fuels*

As engine designs change and government regulations tighten, the need for advanced fuel additive technology becomes greater. Schaeffer leads the way as the largest independent manufacturer of premium diesel additives in North America. Schaeffer provides diesel additive technology for ultra low sulfur fuels, seasonal climate changes, biodiesel fuel, increased lubricity and fuel mileage, and soy-based diesel additives.

## *High performance lubricants*

Equipment manufacturers and environmental regulations are driving the demand for lubricants that save energy and extend oil change intervals. Schaeffer leads the way with our synthetics plus friction modifiers that save energy and fuel while safely extending oil change intervals through the use of oil analysis.



1870

Standard Oil is founded by John D. Rockefeller.

1879

Thomas Edison invents the electric light bulb, eventually putting Schaeffer out of the candle business.



1880

Nicholas Schaeffer dies and his oldest son, Jacob, becomes president of Schaeffer Manufacturing Company.

Schaeffer moves to its current location at 102 Barton Street.



1889

The gasoline powered farm tractor is invented.

1900

Mack Truck is founded in Greensboro, NC.

# ENERGY & ENVIRONMENTAL STEWARDSHIP

## Energy

Schaeffer's friction modifying lubricants reduce energy consumption and increase equipment efficiency.



## Reduce

Schaeffer's products reduce fuel consumption, reduce oil usage by extending drain intervals, reduce inventory levels of lubes and parts, and reduce unscheduled downtime.

Synthetics reduce the demand for traditional crude oil and are leaner and more efficient than conventional base stocks. Schaeffer's goal is 100% reclamation of all fluid lubricants.

Schaeffer's Environmental Stewardship Program helps reduce energy demands and helps reduce our customer's carbon footprint.

*Saving time, money and reducing the effect on the environment.*



**1903**

Wilbur & Orville Wright flew the first powered airplane at Kitty Hawk, NC.

Ford Motor Company is founded in Dearborn, MI.

Harley Davidson is founded in Milwaukee, WI.



**1904**

Schaeffer Manufacturing Company is one of the sponsors of the World's Fair held in St. Louis.



**1907**

Shell Oil is founded.

**1908**

GM is founded in Flint, MI.

**1911**

Mobil Oil is founded.

**1913**

Henry Ford develops and implements the assembly line.



**1916**

The tow truck is introduced in the United States.



# SCHAEFFER WORLDWIDE

With representatives in 39 countries providing the highest-quality products and service around the globe, it's no wonder why Schaeffer is the world leader in specialized lubricants.



## Central America

El Salvador  
Guatemala  
Honduras  
Nicaragua  
Panama

## South America

Argentina  
Brazil  
Chile  
Colombia  
Ecuador  
Peru  
Guyana  
Trinidad-Tobago

## North America

Canada  
The Caribbean  
Mexico  
Puerto Rico  
United States

## Africa

Burkina Faso  
Egypt  
Ghana  
Guinea  
Ivory Coast  
Mali  
Morocco  
South Africa  
Senegal  
Tunisia

## Europe

Belgium  
Finland  
France  
Germany  
Norway  
Spain  
United Kingdom

## Asia

China  
India  
Japan  
Korea  
Malaysia  
Russia  
Singapore

## Middle East

Israel  
Jordan  
Kuwait  
Oman  
Saudi Arabia  
U.A.E.  
Yemen

## Oceania

Australia  
Indonesia  
New Guinea  
New Zealand  
Philippines



**1917**  
Jacob Schaeffer dies and his son-in-law, William Shields, becomes president of the company.



**1924**  
Chrysler Corporation is founded.



**1925**  
Caterpillar is founded.



**1946**  
Tom and Gwynne Shields return from serving in WW II. Tom Shields becomes president of the company. Gwynne Shields (right) becomes vice president of production and partners with Mike Ryterski (left) to manufacture Schaeffer products.



# JUST IN TIME INVENTORY



## *Save time and money while avoiding errors*

Let us take care of managing your inventory of Schaeffer products. Our Just In Time inventory system uses a fast and efficient distribution network to deliver orders quickly and accurately, so you don't have to stock a lot of product on-hand to meet your customers' needs. Just order your product when you're ready to re-stock, and we'll take care of the rest!



## *Pre-paid freight*

Schaeffer's pricing index includes all freight costs on qualified minimum orders, so you'll know exactly how much you're paying for your order as you place it.

## *Our people care*

From the production staff to our home office associates, Schaeffer provides unsurpassed service at all levels. Adapting to the changing needs of our customers and inventing new technologies gives Schaeffer a special advantage.



**1950**  
Schaeffer Manufacturing Company eliminates its soap and candle production business to concentrate on manufacturing oil and grease.

**1951**  
Schaeffer is recognized by the STLE as being 1 of 13 original formulators of molybdenum disulfide greases.



**1952**  
Marty Schwab (front row, right) becomes national sales manager and begins recruiting a national sales force.

Schaeffer Manufacturing Company is recognized as being 1 of 2 original formulators of bentone-base greases.



**1963**  
Schaeffer develops the West Coast, sales top \$3 million.

Schaeffer Manufacturing Company is the first company to introduce liquid soluble moly for use in motor oils.

# LUBRICATION STRATEGY

## *Improve your bottom line*

Schaeffer offers a customized lubrication strategy to fit the specific needs of your organization. Our lubrication strategy will improve your bottom line by reducing maintenance, consolidating lubricants, reducing energy usage and extending equipment life.



**1969**  
Schaeffer reaches \$6 million in sales.  
The United States puts the first man on the Moon.



**1976**  
Schaeffer Manufacturing Company reaches \$10 million in sales.



**1978**  
Schaeffer institutes state-of-the-art oil analysis program.



**1981**  
Schaeffer reaches \$14 million in sales.  
Ronald Reagan is inaugurated as 40th president of the United States.



# THE SCHAEFFER TEAM

*The greatest advantage to our customers is our people, the Schaeffer Team.*

Family owned and managed since 1839, Schaeffer management is 6th generation with no plans for acquisition or sale.

From our headquarters' staff and plant personnel, to our over 500 local Schaeffer sales professionals, our quality people deliver performance.

Our sales team is there with you providing solutions and protecting your bottom line. They're on your team, not on your payroll.

Professional experience, technical support, customer service – that's the Schaeffer Team!



**1992**  
Sales reach \$22 million and Schaeffer sets its first major goal: \$50 million by 2000.

**1999**  
Schaeffer becomes ISO Certified for the first time.

**2001**  
Partnership with Richard Petty Driving Experience begins.

**2002**  
Schaeffer partners with The National Biodiesel Board (NBB) to introduce the first soy-based biodiesel additive, SoyShield®.

**2003**  
Schaeffer achieves \$53 million in sales and sets new goal of \$100 million by 2010.

NBB uses marketability of SoyShield® to convince Congress to pass \$1.00 per gallon tax credit to make biodiesel competitive to petroleum diesel.

## *A word from Schaeffer*

“Our heritage means a lot to us, but our performance in the market and serving our customers with the very best lubricant solutions means more, day in and day out. Our industry leadership comes only from serving our customers well with the very best products.

You may always feel free to call me directly with your questions or concerns. Staying close to our customers has always been paramount to me.”

John Schaeffer Shields  
Chairman of the Board  
(4th generation)



**2008**

Sales reach \$90 million.

Schaeffer receives additional ISO Certification.

Schaeffer introduces revolutionary varnish-preventing HTC Oil additive, VarniShield®.

Schaeffer is the first company to introduce MEHF (Maximum Efficiency Hydraulic Fluid).

**2009**

Schaeffer sets goal of \$150 million by 2015.

Schaeffer introduces Complete Lubrication Strategy.

**2010**

Schaeffer purchases 60,000 square foot manufacturing plant, bringing the company's total workspace to almost 200,000 square feet.

**2013**

Serviced exclusively with Schaeffer's Supreme 7000™ Synthetic Plus, Security Transport Services' Ford E150 gasoline engine reaches a million miles without any major engine work.

**2014**

Schaeffer celebrates its 175th anniversary and honors Nicholas Schaeffer's 200th birthday.

Sales reach over \$125 million.

# Performance Driven Lubricants & Additives



## ENGINE OILS

- Supreme 7000™ Synthetic Plus
- Supreme 9000™ Full Synthetic
- Supreme 7000™ Synthetic Plus 2-Cycle TCW 3
- Supreme 9000 Full Synthetic 5W-50 Racing Oil
- Eco 5000 15W-40
- Synthetic Plus CNG Engine Oil 15W-40

## GEAR OILS

- Moly Universal Gear Oil
- Supreme Gear Lube
- Synthetic Lube EP
- Supreme One For All

## GREASES

- Moly Ultra
- Ultra Red Supreme
- Perma Moly
- Moly Pure Synthetic Grease
- Moly Syngard 2000
- Moly EP Synthetic Plus
- Ultra Supreme

## FOOD GRADE GREASES & FLUIDS

- Synthetic Food Grade Grease H-1
- Food Grade HTC
- Hydraulic Oil H-1
- Food Grade H-1 Hi-Temp Chain Lube
- Food Grade Flush
- SuperTac Food Grade Grease H-1
- Synthetic Food Grade Gear Lube H-1
- Penetro® Green H-1

## OPEN GEAR LUBES & WIRE ROPE LUBES

- Silver Streak® Special
- Silver Streak® Wire Rope Lube

## METALWORKING FLUIDS & RUST PREVENTATIVES

- SynkoolSS™
- UltrakoolSS™
- Odorless Sulfurized Cutting Oil
- Rustender
- MaxkoolSS™
- MachineKleen™
- RustStop
- Maxkool Ultra

## SPECIALTY PRODUCTS

- Citrol®
- Moly EP Oil Treatment
- Bed Release Agent
- Smokeless Hi-Temp Chain Lube
- Heat Transfer Oil
- Wet-Sol® Concentrates
- Penetro® 90
- Moly Roller Chain Lube
- Moly Rock Drill Oil
- Moly Slide & Way Lube
- Bar & Chain Lube

## HYDRAULIC, TURBINE, COMPRESSOR (HTC) FLUIDS

- HTC Oil with VarniShield®
- Pure Synthetic Hydraulic Fluid
- Di-Lex Supreme MEHF with VarniShield®
- HTC Oil Zinc Free
- HTC Supreme with VarniShield®
- Pure Synthetic Compressor Oil
- Biodegradable HTC Oil

## FUEL ADDITIVES

- Diesel Treat 2000™
- SoyShield® All Season
- BioTreat™ Premium Diesel
- Tank Dry
- Arctic Shield™ + Ultra Low Sulfur
- SoyUltra® Fuel Additive
- Neutra™ Fuel Stabilizer
- CarbonTreat™

## HYDRAULIC, TRANSMISSION, TORQUE CONVERTER FLUIDS

- Simplex Torque Converter Fluid
- Simplex Supreme
- Dexron®/Mercon® LV Automatic Transmission Fluid
- Super Lube Supreme
- All Trans Supreme

## ECOSHIELD™ BIODEGRADABLE LUBRICANTS

- HTC Oil
- Rock Drill Oil
- Simplex UTHF
- Non-EP Gear Oil
- Gear Oil
- Marine Environmental Grease



American Made  
Family Owned  
Globally Focused

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SL-2438 (08/14)