



**Ethanol
Shield™**



NEW PRODUCT LAUNCH

September 14, 2012

Ethanol Shield with Combustion Cool Technology™

B3C Fuel Solutions has done it again! Introducing the most advanced multi-purpose fuel stabilizer on the planet today. Ethanol Shield now has a triple antioxidant fuel preservative package along with Combustion Cool Technology™ (CCT). This new formulation also contains a thermal stabilizer that protects the fuel from heat that radiates from the engine and sunlight. The formulation change will begin October 15, 2012 with our Professional Strength Ethanol Shield Gallons. By spring 2013 all Ethanol Shield products will include CCT.

Combustion Cool Technology reduces heat in the engine by reducing parasitic load at the top of the combustion chamber during combustion. Utilizing a heat imaging camera we have documented up to a 39° Fahrenheit reduction in temperature when using CCT. Today's ethanol blended fuel naturally increases engine temperatures. This excessive heat causes 2 & 4 cycle engines to wear out prematurely. Many operators see performance loss, especially under heavy load and when air temperatures are above 90° Fahrenheit. During our initial field-testing we have received reports of immediate and dramatic improvement in power under load and when hot. With Ethanol Shield CCT, machines now hold peak power all day, idle smoother, have better throttle response and no longer have hot restart issues. Many operators have reported that the clutch housing on trimmer and stick edger's had in some instances, singed their arms. However, upon using Ethanol Shield with Combustion Cool Technology™ in their 2 cycle fuel, they could actually touch the housing comfortably. In 2 cycle engine applications, Ethanol Shield CCT has the ability to prevent lean seizures because it provides a bond between the oil and ethanol. Conventional 2 cycle oil does not bond with ethanol. E-15 (15% ethanol content gasoline) will be making its way to gas stations near you and the entire industry is concerned about misfueling. By using Ethanol Shield with CCT on a regular basis, operators and equipment owners will be better protected even if accidental E-15 misfueling occurs due to the product's ability to reduce engine temperatures. Always remember to check the pump where you get your fuel and make sure you do not fuel your power equipment with any gasoline above E-10.

When used in conjunction with our Gasoline Tank Snake you will have the Gold Standard in Fuel Hygiene™ and protect your fuel system and engine from the negative side effects of ethanol blended fuels. You can count on the labs of B3C Fuel Solutions to consistently deliver the best fuel additives, testing products and innovative solutions. Our extensive research, field testing, innovative design and educational materials will continue to be our main priority to keep pace with today's modern fuels.

www.B3Cfuel.com