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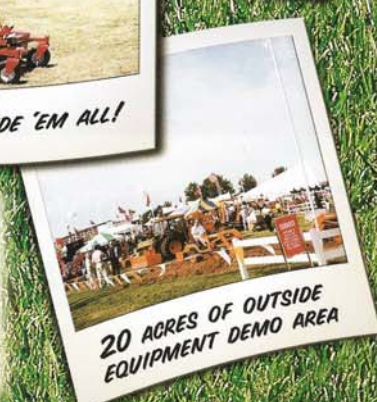
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Fuel Catalyst Works

■ Dealers report profits—and results.

In these days of astronomical fuel prices, everyone is looking for a way to become more efficient.

With the dog days of summer here and gas prices pushing \$2 a gallon—and the grass just won't stop growing—consumers need to worry about the efficiency of lawnmowers and yard tools. How can they make their engines run more efficiently?

The folks at Advanced Power Systems International (APSI) may have come up with the answer. They've introduced a product called the Fitch Fuel Catalyst (FFC), which they claim improves fuel economy and increases power while reducing emissions. It may also result in easier starting, reduced carbon buildup in the engine, cleaner engine oil and prolonged engine life. The product can be used on any size internal combustion engine and with gasoline, diesel, methanol and other liquid fuels.

One application of FFC is guaranteed to last 250,000 miles or 5,000 operating hours. "And that's not 5,000 sitting hours—that's 5,000 engine-running hours, where you're processing fuel and consuming it," says Chris Wright, a representative from APSI. No adding octane boosters or injector cleaners: FFC is a one-shot deal.

"In principle, it is a product that stops

fuel from going bad," Wright says. "Bad fuel causes bad ignition, smoke, plug fouling and carburetor injector failure." FFC improves the combustion of hydrocarbon fuels by working on the extreme ends of the fuel spectrum, which are usually degraded. Lighter fuel components burn too fast, while heavier ones burn too slowly, causing smoke and carbon buildup. FFC ensures these components burn at the same rate as the rest of the fuel, resulting in a cleaner and more efficient combustion process. More complete combustion yields improved fuel economy, increased power and reduced emissions. Fringe benefits include cleaner engine oil, reduced carbon buildup, easier starting and prolonged engine life. FFC is approved by the California Air Resources Board, EPA certified and has been tested by the Dept. of Energy at Oak Ridge National Laboratory.

IronWorks, a sister publication to *Power Equipment Trade*, performed an experiment to test the efficacy of FFC, using a motorcycle hooked to a dynamometer. Tom Johnson, instigator of the experiment and author of an article that appeared in the July 2001 issue, found that after dropping FFC into the bike's gas, letting it sit for half an hour and then revving the engine, there was a gain of about 3.5 HP at 5,500 RPM. "The

graphs showed the engine was reaching some horsepower and torque figures as much as 500 RPM sooner with the catalyst than without it," he writes.

The Fitch Fuel Catalyst is sold to dealers exclusively through the Stens 2001 catalog. Stens representative Carol Dilger says, "It's been quite successful so far."

Power equipment dealers are finding plenty of success with FFC as well. Skip Bell of Sarasota Chain Saw, Sarasota, Fla., has been selling the product for about two years, and has been moving as many as 800 to 900 units per year. Some of the shop's customers have residences in other states, where equipment sits idle throughout the winter. "Several of them have written me letters stating that it feels great to go back up north and first-pull-start my equipment again and thanks for telling us about the Fitch," says Bell.

The shop makes most of its sales in the five gallon size, although it does have access to the larger units intended for automobiles. Bell himself uses it in his company vehicle. "For automobiles, it does enhance the fuel's performance, so you get better gas mileage with it. With today's prices for fuel, an extra mile or two a gallon is a plus, so it pays for itself," he says. At Sarasota Chain Saw, many users tell their friends about FFC, so people come in specifically for the product. And its efficacy speaks for itself, Bell says, adding, "We've had virtually no equipment come back with a Fitch in it that has fuel problems."

FFC comes in a variety of sizes and is suitable not just for power equipment, but also cars, trucks and boats—almost anything with an engine. In fact, dealers have had success selling the automotive size after their customers see how well the catalyst works in their power equipment. "So the dealer makes not only the initial sale, but he makes another bigger sale, which is a profit for him," explains Wright. **PET**



Fitch Fuel Catalyst improves starting, fuel economy and power while reducing smoke, plug fouling and emissions.