

Product Solution

'Let's Try This First. It's Less Expensive ...'

Using Keep Clean Fuel Additive Is Helping Customers Regain Engine Power, Avoid Replacing Injectors

The cost of poor engine performance can't be measured only in terms of parts and labor. Downtime on the farm, especially during busy seasons, can never be recovered.

A customer of C&B Operations in Miller, South Dakota, called to say his 9770 Combine was vibrating during idle and not reaching maximum power. The problem hit at the worst possible time, at the peak of harvest.



Nicholas Roth

"Without even looking at the machine, I told him it probably needed new injectors," says Nicholas Roth, lead technician for the dealership. "We put new injectors in those combines all the time. He said, 'We have two weeks of harvest left. We can't stop. Is there anything you can do for me?'"

Roth suggested trying Keep Clean, a proprietary fuel additive from John Deere. He gave the customer two gallons of the product

Proprietary fuel additives from John Deere can help maximize performance and uptime.

and told him to carefully follow label directions.

"He put it in and went through five or six tanks of fuel with it in there," he says. "I got back with him about two weeks later and asked, 'Are you ready for the injectors?' He said, 'I don't need them. It runs fine. About three days after I started using this stuff, the power came back and about a week later, there were no more codes and it idled a lot better.'"

Roth believes a simple, inexpensive solution to a customer's problem is better than a costly repair and lost productivity. He traces the injector problem to a change in diesel fuel regulations around a decade ago.

"They lowered the sulfur content in diesel fuel," Roth says. "That took away a lot of the lubricity, so there have been issues with injectors since then. John Deere has changed the way it makes injectors to deal with new low-sulfur diesel, but older engines didn't have that change. What happens is that diesel actually causes the injectors to stick. We are talking about these very small needle valves inside the injector, and they don't spray correctly—either too much or not enough. The engine vibrates or shakes, has low power



Keep Clean fuel additive saved several dealership customers the expense of new injectors.

and just doesn't run right."

John Deere developed Keep Clean for use as both a preventive and a cleaner.

"If a customer with a 30 Series or anything that has a high-pressure common rail comes to me with a complaint of vibration, hard starting, lack of power or poor fuel economy, I'll say let's try this Keep Clean Fuel Protect," Roth says. "We'll use the cleaning rate that's on the bottle and usually, within 10 hours of operation, it should bring back the tractor or combine to the original or close to the original operation."

"If it doesn't, then we will talk about replacing the injectors. This is a first step. If we're having a problem, let's try this first. It's less expensive and we can try it right away. Normally we can get it to operate at least another week or month."

Another customer called to say that the tractor he used for his cattle feeder wagon was sputtering and losing power. Although Roth replaced the fuel pump and fuel filter, the problem remained.

"I called the customer and said, 'You're going to need six brand-new injectors. I can order them, and they will be here in a couple of days. You'll have to deal with your tractor like this for a while.' He said, 'Is there anything you can do? I need it every day, because this is my feeding tractor.'"

Roth recommended trying Keep Clean and gave the customer two one-gallon jugs of the product.

"He called me about two days later and said, 'I don't know what you did, but the tractor is running great again.' He used the rest of the Keep Clean and said it got better every day and that he no longer needed new injectors. The customer avoided a \$6,000 job and was able to get back to work feeding cattle."

Roth jokes that Keep Clean works so well that it is taking business away from C&B, which has 37 dealerships across six states. "We take something that wasn't working for the customer at all and we're talking about \$7,000 worth of injectors, and we can run this and get the tractor back up and operating again within a week," he says.

Many customers continue using a maintenance rate of Keep Clean after the initial problem is fixed. Roth recommends adding a 5-gallon pail of product to bulk fuel systems. It also works with other brands of tractors or combines with high-pressure common rails, which experience the same problems.

Roth understands that an effective solution which saves a customer time and money means loyal customers who will tell their neighbors.

"One thing you hear about fuel additives is they make all these great claims but never back them up," he says. "I know Keep Clean works. I can turn an emergency customer into a maintenance customer. We sell it in gallon bottles, which I would call emergency bottles, and we sell it in 5-gallon pails, which would be maintenance. Once they know it works, they will be coming back for more. The people I have sold this to start buying it regularly." ■■

