

## The Word is Spreading About Better Lubrication

We are pretty excited to be able to share the latest news and events in our world. In this issue of RUNTIMES, find out who won and will be going to Oktoberfest. Was it you? As well, is it the perfect time to get an Automated Lubrication System installed? Read an application article that applies to every application.

### IN THIS ISSUE

#### Going abroad?



Read: Who went to Oktoberfest!

#### Find out why now is the right time!



Read: New equipment? Or new to you?

#### We criss-crossed the country looking for you and you found us.



Read: So pleased to see you!

#### Learn about Automated Lubrication Systems in the scrap yard.



Read: On top of the scrap heap!.

#### BEKA is reaching out to friends every day on social media. A little birdie told me so!.



Read: Socializing with BEKA

#### BEKAWORLD is continuing to raise the bar for autolube customers all over North America.



Read: Building a better BEKA

### What's the latest word?

People who know BEKAWORLD, formerly known as Beka-Max of America Inc. and Beka-Lube Products Inc., know that we're always on the lookout for better ways to care for their equipment. Our product lineup is continuing to grow and, according to our dealers, we continue to build the best autolube service support in North America.

To keep you up-to-date, we're also expanding the way we get the word out. We're pleased to meet many of you in person at a number of industry shows and conferences throughout the year. And we're proud to maintain the best telephone support service in our industry.

Recently, our team began to publish articles on our blog designed to cover topics of interest to anyone concerned with preventative maintenance and equipment service. You can also follow our discoveries and troubleshooting activities in the field through our Twitter account.

To get the latest word on BEKA products and services, follow us:



@BekaLubrication



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## Who Went to Oktoberfest?

ConExpo is always exciting for many reasons, but our BEKA staff really enjoyed seeing so many attendees at our booth, eager for a chance to win our prize trip to Bavaria for Oktoberfest 2017. Now, we're happy to announce the three lucky visitors who were our guests for a factory tour of BEKA enjoyed Franconian hospitality in Pegnitz, the home of BEKA and then went to the world's largest pub where they joined in the festivities at the home of the original Oktoberfest in Munich.

Our lucky group had the time of their lives. Congratulations to Matt and Alicia Felio (Paul Hansen Equipment of El Cajon, CA), William and Abbey Bryan (BAUER-Pilco, Inc. of Conroe, TX) and Jeff and Saylor-Rose Weaver (Motion Canada of North Bay, ON). After a week of walking and sampling the world's finest ales and bratwurst, they were happy to be home. Maybe next time it could be you!

## New equipment? Or new to you?

Whether you just acquired a new piece of equipment from the factory, on trade or at the auction, NOW is the best time to ensure its future performance with autolube. If the equipment arrives without a lubrication system, installing a new system will be much easier while it's still at the dealer's or in your shop.



The installation will go smoother while it's already in for prep and service. Plus, the sooner you have the system installed, the sooner you start getting the benefits:

- Autolube adds instant value to your equipment fleet
- The resaleability of your equipment increases because it assures buyers that it's been properly serviced, and autolube itself is a high-value feature that buyers increasingly demand
- Accurate, continuous lubrication means fewer seized bushings and bearing, which means less unscheduled downtime
- Your operation runs cleaner when grease is plumbed directly into the service points, instead of manually connecting to all those grease nipples and leaving leaks on the shop floor!
- Equipment service is safer when you don't have to climb over and under the machine to reach service points; just check the grease supply in the reservoir, and move on!



# So pleased to see you!

The show season took our crew all across the continent this year and, as ever, it was a real pleasure to catch up with so many old friends and to make a lot of new friends.

Our tour this year included many the industry's largest and busiest events: AED, ConExpo, ISRI, Waste Expo, National Heavy Equipment Show, AWEA and AORS. We were gratified by the number of customers (and dealers) who took the time to drop by our exhibit and say hello. Your visits gave us the chance to answer a lot of questions and to learn more about your challenges.

Some of the more common issues that came up were the problems fleets encounter on equipment that don't have automatic lubrication, as well as explanations of how



autolubes work and how a single point system can be the simplest and fastest way to get started. Our name seems to be getting out there, as we also met with several equipment dealers and service shops who are interested in becoming part of BEKAWORLD.

We always look forward to seeing you but don't feel you have to wait for a show to get answers to your technical questions. If you're looking for help or simply want to discuss your equipment, you are welcome to email our Product Manager, Dave McDougall anytime ([dmcDougall@beka-lube.com](mailto:dmcDougall@beka-lube.com)). Dave and his team are more than ready to help you out.

## On top of the scrap heap!

We were pretty proud recently when DeAnne Toto, the Managing Editor of Recycling Today, contacted us to provide the magazine with a story on the importance of lubrication in the recycling industry. Our Product Manager, Dave McDougall, and Account Executive Mike Michaud, with their solid technical background, collaborated to create a story while our friend and customer Randy Jarry, of Moffatt Scrap Iron & Metal Inc., added his ground-level insights into equipment management.

We featured the project in our June blog, where you can also download the complete story. We have to admit, it was nice to be recognized by one of the equipment industry's top trade publications!

### Take a look!

Even if you aren't in the scrap industry, this story is worth reading. The scrap yard is a tough place for machinery to make a living, and lessons learned here can be applied anywhere you have heavy equipment with moving parts! You'll find it on our website at [www.beka-lube.com/blog/](http://www.beka-lube.com/blog/).



## Socializing with BEKA



BEKAWORLD has been ramping up its "social" calendar lately. As we explore more of the Twitter and LinkedIn social media landscape, we've found exciting ways to connect with new and old friends.

We are enjoying this new level of conversation and, from all appearances, our followers are too! Last month alone, our @BekaLubrication account posted 26% more tweets and reached better than 50% more readers than anytime previous. We do try to be topical, interesting and industry-

related – and we're confident that this is the reason we've seen a good jump in "Likes" and "Retweets" as well.

Thanks to all of you who have come on board with us; your engagement makes the dialog even more worthwhile for everyone. Check in with our posts on LinkedIn ("Beka Lubrication"), too – it's an ideal forum for asking questions and sharing ideas of interest to your own industry. As always, we'll be glad to hear from you.

WE MEASURE OUR SUCCESS IN YOUR  
"UPTIME"

## Building a better BEKA

We're very proud of the reputation our team has earned for providing the industry's best customer service and technical support. We worked hard for it, and we've come a long way, but we aren't done yet! BEKAWORLD is continuing to raise the bar for autolube customers all over North America.

What have we done lately? Well...

- 1) We recently recruited a number of regional sales representatives to give us more "feet in the street" and increase our personal service and support to BEKA dealers
- 2) We have geared up our plans to expand our assembly operations in the U.S., with a new, larger facility opening soon to help us deliver new systems faster than ever
- 3) We are investing in larger inventories, more personnel and more training to meet the needs of our customers and dealers in a growing range of autolube applications

With our ongoing growth and new opportunities emerging all the time, this is an exciting time for BEKAWORLD. We're glad to have you along!



## In North America

BEKAWORLD, formerly known as Beka-Max of America Inc. and Beka-Lube Products Inc. are authorized representatives of BAIER + KÖPPEL (Pegnitz, Germany) in North America. For over 25 years, we have provided complete factory support to North American customers including final assembly of BEKA lubrication systems, sales and distribution, parts supply and after-sale service.

Beka-Lube Products Inc. began operation in Canada in 1989. Our North American headquarters is centrally located near Toronto, Ontario and our US office is located in Buffalo, New York.



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