

### Maintenance

## Smart-O-Plug

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### Smart-O

SMART-O's patented oil drain plug features an unique sealing mechanism: it's the first drain plug with an O-ring directly on the plug thread rather than placed on the bottom of the flange.

This type of design has many advantages over regular drain plugs:

- prevents sudden oil loss (if plug was loose, oil pan thread worn out, self-loosening through engine vibration)
- protect against engine damage (by preventing sudden, catastrophic oil loss)
- protects against oil pan wear and tear (less torque require to safely seal oil pan)
- reduces oil spots on driveway
- reduces risk of engine replacements, insurance liability, customer complaints
- the most ECO-SAFE drain plug in the market!

SMART-O provides the most powerful sealing and retention capabilities unmatched by any other product in this category and can be used by 90 percent of common passenger cars and can be used in trucks, buses, construction and lifting equipment and industrial engines and transmissions, gearboxes or any application that requires a plug for fluid sealing and draining.

Due to its focus on reducing oil leaks, the product has a strong ECO-marketing angle and could be an exciting addition to expand into a special GREEN auto product range.

### Target market:

- Dealers automotive parts
- Distributors of automotive aftermarket products
- Automotive repair professionals and Prosumers
- Automotive service centres, MOT, repair shops and oil changers
- Fleet operators (bus, distribution, post, police, taxi etc.)
- Retailers of automotive aftermarket products
- Industrial special applications (engines, transmissions, gearboxes, gas vessels)

### Summary of business opportunities:

- Unique positioning for distributor: patented technology, brand, available for the first time in Europe (protected in US, EU and Asia)
- Large potential user base: 900 Million oil changes / annual avg in the US (300 Million x 3 oil changes per year)
- Coverage for 90% of vehicles worldwide including Asian cars
- Ready-to-ship program - stock available - smaller order quantities possible
- Strong marketing support: product flyers, brand education, training material, product guides, stickers, advertising, packaging, POS displays, web marketing
- MRO supply system as well as retail sale systems available
- Green product positioning / CSR communication

Please visit our websites to learn more about the product and to see the performance testing video:

[www.smart-o-plug.com](http://www.smart-o-plug.com)

<http://www.youtube.com/watch?v=cfllyicRk0>

**Tags:** [SMART-O](#), [oil plug](#)

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