



THERE'S A NEW BOSS IN TOWN

PurolatorBOSS® Oil Filters are the next generation in oil filtration. Featuring our exclusive SmartFUSION Technology™ full synthetic media, PurolatorBOSS provides up to 20,000 miles of engine protection. Engineered to be the ideal match for full synthetic oils, PurolatorBOSS out performs in the most extreme driving conditions, like towing, hauling, off-roading, stop-and-go traffic, frequent short trips, extreme weather and dusty conditions.

NOTHING GETS BY US.®



PuroSEAL™ Gasket

- Ethylene acrylic for maximum leak protection and life expectancy

Silicone Anti-Drainback Valve

- Lasts longer than traditional nitrile to protect against dry starts

Metal End Caps

- Provide stability and integrity
- Wear resistant

SmartFUSION Technology™ Full Synthetic Media

- Exclusive integrated, reinforced polymer mesh backing for expanded dirt holding capacity
- Up to 20,000 miles of engine protection
- Engineered to maintain integrity, even at high mileage when traditional media formulations begin to break down
- Over 99% Dirt Removal Power™*

Double-Helix Metal Center Tube

- Provides improved oil flow
- 2x stronger than side-seam designed center tubes
- Exceptional resistance to collapse*
- Design helps to prevent failure due to a worn tool

Heavy Duty BOSS Steel Casing™

- Protects vital components against extreme pressure



*Based on ISO 4548-12 at 25 microns on PBL30001

Compare PurolatorONE with our other oil filter offerings.



IDEAL OIL MATCH**			
FULL SYNTHETIC REGULAR/HIGH MILEAGE	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
SEMI SYNTHETIC REGULAR/HIGH MILEAGE	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
CONVENTIONAL	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
DRIVING STYLE			
EXTREME CLIMATE/ ENVIRONMENT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FREQUENT TOWING & HAULING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TOWING	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
STOP & GO	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
LONG COMMUTE	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
ROUTINE	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
OIL CHANGE INTERVAL			
	SMARTFUSION™ FULL SYNTHETIC MEDIA UP TO 20,000 MILES	HIGH-DENSITY SYNTHETIC BLEND MEDIA UP TO 15,000 MILES	MULTI-FIBER HIGH-DENSITY MEDIA UP TO 10,000 MILES

**May be used with any oil type or viscosity

Purolator Merchandising Support



Whether you're in the retail or trade channel, Purolator has all of the resources you need to help grow your sales:

- A dedicated team, including customer service, sales and product management experts to ensure you have the right parts to drive your business
- Displays and full point-of-sale materials – including posters, window clings, counter mats and more
- A complete library of images and product descriptions to support your online initiatives and keep your website current
- Videos to educate consumers on the importance of changing their filter you can add to your website or share with your followers on social media



Program Details

Segment	SKU Count	Coverage	Case Pack	MOQ
PurolatorBOSS Oil Filter	46	93%	6	6

Part #	Part # POP Code	Cumulative VIO%	VIO Trend	Part #	Part # POP Code	Cumulative VIO%	VIO Trend
PBL14610	A	10%	▲	PBL15839	B	84%	▲
PBL10241	A	18%	▲	PBL25702	N	84%	▲
PBL22500	A	25%	▲	PBL45335	B	85%	▲
PBL14461	A	32%	▼	PBL15607	B	86%	▼
PBL24651	A	38%	▼	PBL25609	B	86%	▲
PBL14612	A	44%	▲	PBL36135	N	87%	▼
PBL12222	A	49%	▲	PBL35399	B	88%	▲
PBL25608	A	54%	▲	PBL21478	B	88%	▲
PBL14670	A	57%	▼	PBL35581	B	89%	▼
PBL10111	A	60%	▼	PBL25277	B	89%	▼
PBL25288	A	62%	▼	PBL46128	B	89%	▲
PBL20195	A	65%	▼	PBL35895	B	90%	▼
PBL36296	A	67%	▲	PBL38165	B	90%	▲
PBL14476	A	70%	▲	PBL44872	B	91%	▼
PBL15436	A	72%	▼	PBL15313	B	91%	▼
PBL14615	A	74%	▲	PBL26127	B	91%	▼
PBL14006	A	76%	▲	PBL25247	B	92%	▼
PBL11403	A	77%	▲	PBL20252	C	92%	▼
PBL16311	A	78%	▼	PBL24457	C	92%	▼
PBL24011	A	80%	▼	PBL45526	C	92%	▲
PBL14477	B	81%	▼	PBL21350	N	92%	▲
PBL30001	B	82%	▼	PBL31437	N	93%	▲
PBL34631	B	83%	▼	PBL18179	N	93%	▲

Some part numbers may not be available in certain markets.
Contact your sales representative to learn more.

Monday - Friday
8:00 a.m. - 7:30 p.m.

Saturday
9:00 a.m. - 5:30 p.m.
Eastern Time Zone

Techline:
800-526-4250

Email:
techservice@mann-hummel.com



pureoil.com

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