



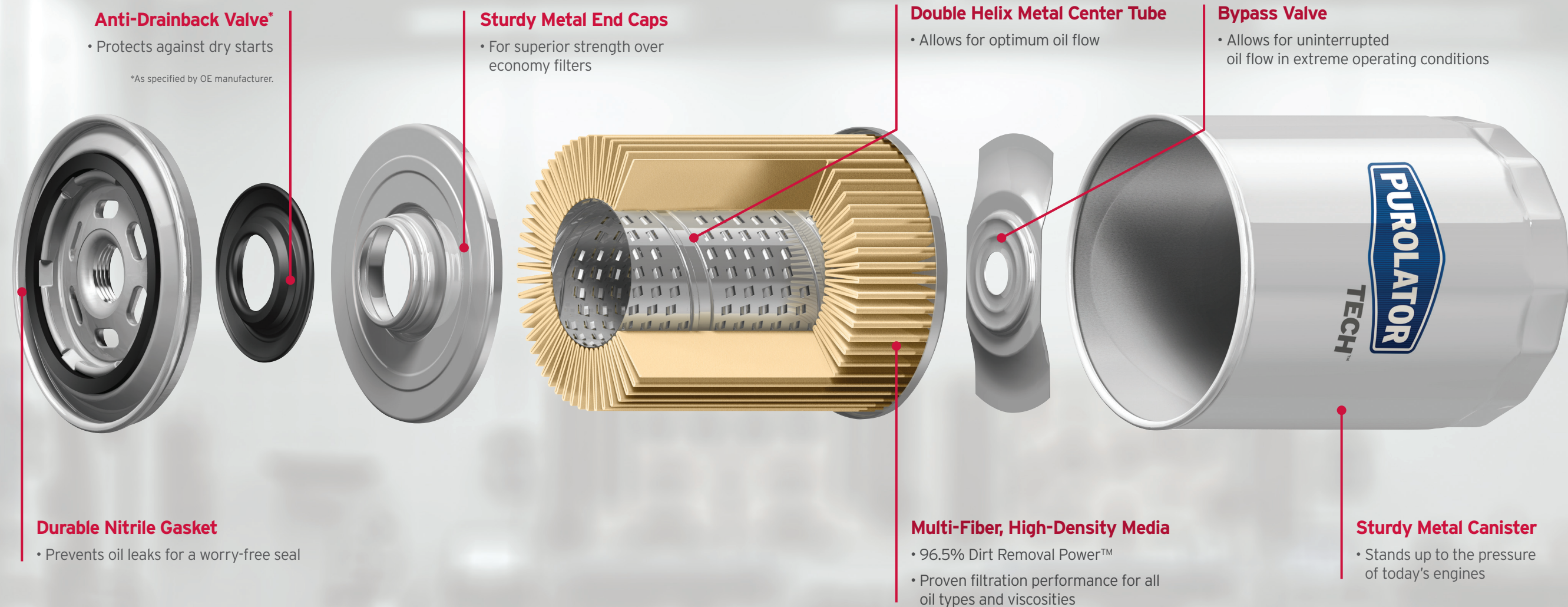
PROFESSIONAL GRADE OIL FILTRATION

As a professional, you know cheap fixes and shoddy filters just won't cut it. At Purolator, we're dedicated to providing the quality products you need to get the job done. PurolatorTECH™ is the new standard in professional grade oil filters. Engineered to meet or exceed OE requirements and available at a competitive price, PurolatorTECH Oil Filters make service simple and profitable by providing broad coverage and speed to market while using the latest filtration technology.

NOTHING GETS BY US.®


AN AMERICAN
BRAND SINCE 1923™





Maximum Engine Protection for Your Customers

Available for just about every passenger car and light truck on the road today, PurolatorTECH Oil Filters offer reliable engine protection that meets or exceeds original factory performance. Combined with Dirt Removal Power™, PurolatorTECH Oil Filters set a new standard when it comes to keeping your customers' engines free of harmful contaminants.

- Over 99% VIO coverage with expanded line
- Includes extensive domestic and import coverage
- Bulk program available to improve logistics efficiencies on fast-moving numbers
- Engineered for OE fit, form and function
- Rugged internal construction
- Many applications made in USA



Sales Materials & Customer Support

With Purolator, you also get all 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 in-shop 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 to play in your lobby or service bays, add to your website or share with your followers on social media

Program Details

Segment	SKU Count	Coverage	Case Pack	MOQ
PurolatorTECH™ Oil Filter	88	97%	12	12

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
TL14610	A	10%	▲
TL10241	A	18%	▲
TL22500	A	25%	▲
TL14459	A	32%	▼
TL24651	A	38%	▼
TL14612	A	44%	▲
TL12222	A	49%	▲
TL25608	A	54%	▲
TL14670	A	57%	▼
TL10111	A	60%	▼
TL25288	A	62%	▼
TL20195	A	65%	▼
TL36296	A	67%	▲
TL14476	A	70%	▲
TL15436	A	72%	▼
TL14615	A	74%	▲
TL14006	A	76%	▲
TL11403	A	77%	▲
TL16311	A	78%	▼
TL24011	A	80%	▼
TL14477	B	81%	▼
TL30001	B	82%	▼
TL34631	B	83%	▼
TL15839	B	84%	▲
TL25702	B	84%	▲
TL45335	B	85%	▲
TL15607	B	86%	▼
TL25609	B	86%	▲
TL36135	B	87%	▼
TL35399	B	88%	▲

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
TL28161	B	88%	▲
TL11411	B	89%	▲
TL35581	B	89%	▼
TL25277	B	89%	▼
TL25274	B	90%	▼
TL46128	B	90%	▲
TL35895	B	91%	▼
TL38165	B	91%	▲
TL44872	B	91%	▼
TL18182	B	92%	▲
TL15313	B	92%	▼
TL38154	B	92%	▲
TL26127	B	93%	▼
TL25247	C	93%	▼
TL15505	C	93%	▼
TL20252	C	94%	▼
TL24457	C	94%	▼
TL45526	C	94%	▲
TL25276	C	94%	▼
TL29177	C	94%	▼
TL15315	C	95%	▼
TL35610	C	95%	▼
TL18181	C	95%	▲
TL15317	C	95%	▼
TL19168	C	95%	▲
TL15830	C	95%	▼
TL31437	C	96%	▲
TL25692	C	96%	▼
TL25848	C	96%	▼
TL25646	C	96%	▲

Part #	Part # POP Code	Cumulative VIO%	VIO Trend
TL35234	C	96%	▼
TL38113	C	96%	▲
TL41404	C	96%	—
TL14460	C	96%	▼
TL25401	C	96%	▼
TL15465	C	96%	▼
TL14619	C	96%	▼
TL29169	C	96%	▲
TL44757	C	96%	▼
TL38157	C	97%	—
TL25545	D	97%	▼
TL35280	D	97%	▼
TL45308	D	97%	▼
TL24466	D	97%	▼
TL17019	D	97%	▼
TL15309	D	97%	▼
TL11424	D	97%	▲
TL25536	D	97%	▼
TL39170	D	97%	▼
TL39171	D	97%	▲
TL39175	D	97%	▲
TL35476	D	97%	▼
TL14670	D	97%	▼
TL19174	D	97%	—
TL30005	D	97%	▼
TL20064	D	97%	▲
TL20073	D	97%	▼
TL10028	D	97%	▼

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



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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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