



The Twin Post

Update for the SVI Line of
Intentionally Designed Equipment & Repair Parts—May 2015



Newsletter by SVI
and "Oh My Doggie"
Productions

- Baltimore
- Chicago
- Los Angeles

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Company Stays
Dedicated to Freedom

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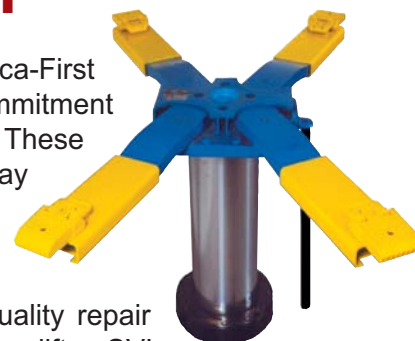
Serious Safety
Concerns

Hey Race Fans!

Since 1977

Last Standing All-American Lift Company Stays Dedicated to Freedom

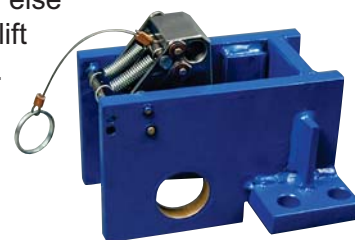
DeKalb, Illinois – In a long-standing tradition of America-First principles, one company continues its solid and steady commitment to an important market segment of the auto lift industry. These days it seems everything and everyone is going by way of China, or elsewhere. Thankfully, this is not entirely true because SVI stays firmly at home continuing its supply of American-Made products for America's automotive shops. Beyond its ever-growing supply of quality repair parts for virtually all makes and models of automotive lifts, SVI stands out as the premier supplier of in-ground low pressure lifts.



In-ground lifts are widely requested by automotive lift shop owners who recognize the value, second-to-none safety and reliability an in-ground lift truly affords. With mainstay models like the FS-10AS single-post and FSR-28 side-by-side, SVI continues to meet the needs of shop owners who know first hand the superior features and benefits one gets from owning a real school automotive lift. In-ground lifts are a top priority choice when considerations such as shop appearance, minimal obstruction, safety, reliability, longevity and overall performance are weighed carefully. There are still many shop owners who absolutely require and take great pride in true American-Made lift equipment.

New Model – Customer-driven demand shouts out for 15,000 lb. capacity side-by-side All-American lift model and SVI delivers. They say, "Give us a robust design that beats to extreme anything else hands down and the orders are yours". This is a marching order that will thrill any engineering department. SVI engineering responded in kind with an exceptional new lift model that out competes anything else on the market. The new FSDT-210BS is a full hydraulic side-by-side lift with automatic locking throughout the entire stroke of the lift. This outperforms everything else on the market and the price of this 15,000 lb. capacity lift model is the fairest available for this edge of the market.

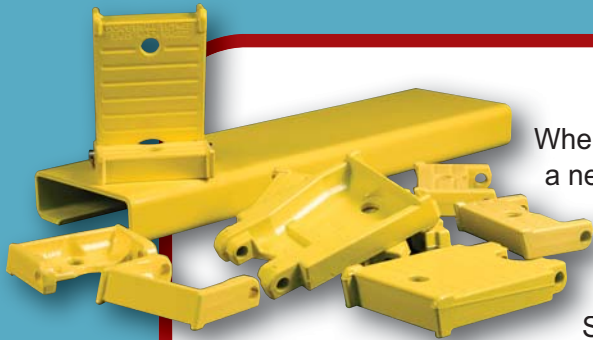
All standard and enhanced design intention criteria was carefully followed and all the applicable safety factors were either met, or by all means surpassed. The robust cylinders incorporate SVI's new style DUSL field serviceable, full centennial upper bearing assemblies. These and all other lifts sold by SVI are truly built to last—SVI is your Answer.



Robust FSDT-210 Every
Position Auto-Lock Assembly

American Made and 100% Legal for Sale, even in North Carolina

Superiority Beyond the OE and the Imitators



When SVI engineering is asked to review the supply value intentions of a new product or an existing product, they first ask some very important questions. Can improvements be made: fit, finish, strength or otherwise to the existing design? Can the product be made to last longer? The answer to these questions is a resounding YES!

SVI enjoys the privilege of freedom and is not constrained by shareholder demands to whittle every penny of profit possible out of every single part. This freedom has led to some significant improvements over the years, and is what drives and separates the superiority of SVI products over those of the OE and imitators alike.

These superior high and low step ductile iron cast adapters from SVI for use on Rotary lifts are another example of true supply value improvements. These adapters are made with additional material in the high stress areas that will benefit the most. This enhancement eclipses what others may attempt to supply as just suitable.

SVI high and low step adapters are not only suitable, they are better and contain 11% more material by volume where it matters. Anyone who uses or installs cast iron adapters used on Rotary lifts should make the change to this SVI product. Take another step in upgrading the performance of a lift's components and leave the meddling shareholders in the dust.

Appropriate Quote:

"It's just a myth that the manufacturers are the only people who can make improvements, that's why maintaining that choice is really important." - Kit Walsh

more material strengthened...



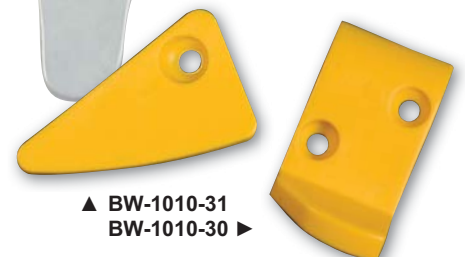
Precisely Plastic. Too bad they're not poker chips.

Leveraging American molding at its finest through a substantial investment in specialized tooling puts a bite into the imports from the Orient. Through SVI distributors, owner-operators of the new leverless tire changer technology now being put to use have a home base supply of sacrificial protective inserts.

Regarded as the highest quality inserts available on the market today, they are also the most reasonably priced. This should certainly put to rest the notion that domestic products cannot be made to compete with imports. These inserts not only out compete all others in terms of price, they also outperform, more importantly, in fit and function. In other words, they are the finest available at the best pricing possible.

Intended for use on a wide variety of machines now found in service, SVI stocks these leverless tire changer inserts in huge quantities. With the growing selection of products for other equipment found throughout the shop, SVI distributors have more to offer their customers.

To learn more about SVI's ever-evolving product line, contact your favorite SVI distributor support representative for details. These leverless inserts fit machines supplied by companies such as Hunter, Sice, Teco, Cemb, Corghi, Giuliano, Mondolfo Ferro and others. Sold individually and in convenient 10 and 20 packs, SVI has the inventory available for immediate use.



▲ BW-1010-31
BW-1010-30 ►



Since 1977

Getting it Rite...

800-321-8173

Fueling Repairs with a Growing Selection of New Kits



BP-4276-057 (Ref 700KTF3139)



As distributor demand for new solutions to meet the repair needs of pump owners increases, the SVI professionals react quickly. The well-documented success SVI has achieved with its line of repair parts for Gasboy pumps, which ultimately lead to complete turnkey pump assemblies has prompted more demand.

Significant requests made to SVI distributor representatives for SVI to pursue repair product solutions for discontinued or hard-to-find kits for Fill-Rite pumps

have been heard and acted upon. After several months of careful work in engineering, drawings have been released for production and a new source for repair kits has emerged. These kits contain precise components made from specialized materials. One such component is the pump rotor. The rotor is a tight tolerance component that must be made using a special grade of commercial bronze with a custom secondary tempering process for correct fit and function. Beyond the typical seals, some of these kits contain critical mechanical seals made from highly specialized carbon and ceramic materials that need to be specified just right to optimize performance.

SVI engineering is a well-skilled team and without hesitation always determines exactly what it takes to make things not just right, but better. They are as equally adept at working with highly technical materials as working with those involving the ever-important stress and safety factoring demands associated with load bearing products such as automotive lifts. It is this broad base of skill sets and knowledge that drives distributors to SVI with confidence knowing that the job SVI does is the job done right.

Beyond repair kits for Fill-Rite pumps, SVI has also been asked to consider a line of products for Blackmer Pumps found in use in the Petroleum Equipment Industry. SVI is considering working to fit other pump repair parts into the schedule and getting them on the board at some point. For now, the new repair kits for Fill-Rite pumps will have to be the newest kits flying off the shelves.



Exporting American Strength

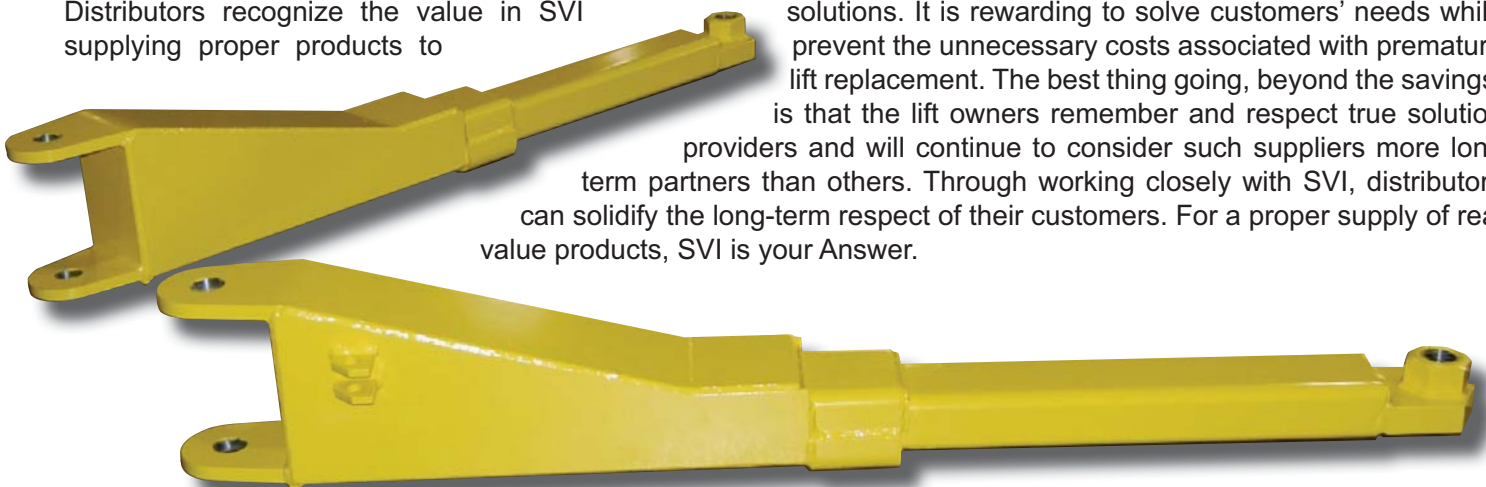
These replacement arms are just another show of force example. Supplied as a set of four, these extremely well-made arms from SVI are intended for use on a 15,000 lb. (6,800 kg) heavy duty two-post above ground lift. Readied for export shipment, they are off to another of the growing base of SVI International customers.

Made by the hands of certified American welders, these arms will be put to use prolonging the useable service life of a previously exported ALM model 15000 lift. No job is too big or too small for the SVI engineering or production teams. All requirements are addressed with the utmost attention to design and safety factor requirements/standards to assure these and other SVI products are suitable or entirely better than that originally furnished with a piece of equipment.

Distributors recognize the value in SVI supplying proper products to

solutions. It is rewarding to solve customers' needs while prevent the unnecessary costs associated with premature lift replacement. The best thing going, beyond the savings, is that the lift owners remember and respect true solution

providers and will continue to consider such suppliers more long term partners than others. Through working closely with SVI, distributors can solidify the long-term respect of their customers. For a proper supply of real value products, SVI is your Answer.



Check us out online: www.sviinternational.com

The World's Largest Inventory of Arm Restraints is in Place, Just in Time!

When the Chinese built 'Three Gorges Dam,' many experts said the weight of the water filling it would change the Earth's rotational axis. Rest easy, it's not going to happen. The weight of SVI's huge inventory of arm restraints is the counterbalance Earth needs to maintain the proper rotational axis.

Pictured above are two new cost-saving additions to the massive SVI arm restraint inventory. These SVI arm restraint components are for use on Challenger lift CL series models. Each restraint gear is produced to carefully controlled SVI specifications to meet and or exceed the performance values found on others. Careful quality control is conducted on each batch production run to ensure correct fit and finish.

Not unlike restraint gears that SVI produces for other makes and models of automotive lifts, these components are made essentially as cast by use of complex tooling and an investment in always striving to provide SVI distributors with real value at properly priced levels. Utilizing economies of scale along with a combination of other tools more solutions than ever are available to SVI distributors for use in proper and safe maintenance of lifts found all throughout the automotive lift industry.

For help with these and any other arm restraints all anyone has to do is contact an SVI support representative.



Patent-Worthy Engineering. Who Else? - SVI

Small Equipment Shop Maintenance lifts a/k/a SESMs have taken off in popularity. One of the initial design aspects originally promoted was a 360° rotating work surface platform with a safety leg. Yes, a safety leg / rotator. This feature allows the technician to service one side of an ATV, golf cart, etc. with it facing the workbench. Then when access to the other side is needed the technician simply rotates the whole lift platform around 180° so the desired side is now facing the workbench or work area.



Easy right? Simply rotating the platform around 360° is a breeze, but try and incorporate a safety leg into the mix—not so easy. To do so, you need a visionary and extremely talented engineering team. SVI has both. SESMs equipped with the full security of a safety leg, coupled with the convenience of full rotation, are just another staple product of SVI innovation. An industry first! At least as far as it goes for modern era style cylinders and safety leg design. Exceeding even our own expectations continues to set us apart from all the rest.

FK-710 NEW from Kingston Valves Side Outlet Safety Relief Valve

Did you know SVI is a Master Distributor of Kingston Valves?

Please call us for your valve needs—from ball valves to safety valves to this FK-710, SVI is your Answer!

The Kingston Model 710 Safety Relief Valve is a versatile valve ideal for use in a wide range of industrial applications. Its high flow capacities are achieved through full-lift performance design giving the Model 710 a flow advantage against comparable valves.

The Model 710s fully guided stem design providing superior re-seating accuracy makes it a cost-effective alternative. Its fixed, optimized blowdown gives the model 710 consistency in the volume of media discharge on relief.



FEATURES:

- Integrated Hard Stop
- Fully Guided Re-Seating
- API 527 Seat Tightness
- Fixed Blowdown of 20%
- High Capacity Full Lift Design

OPTIONS:

- Closed Cap (left image) or
- Open Cap/Lever (right image)
- Registered in All Canadian Provinces
- ASME Div. I Sec. VIII Code Air/Gas: 15 to 400 psig
- ASME Div. I Sec. VIII Code Steam: 15 to 250 psig

APPLICATIONS:

- Compressors & Dryers
- Steam Systems
- Pressure Accumulation Tanks
- Industrial, Chemical &
- Power Plant Infrastructure
- Piping Systems & Auxiliary Support Skids



IN THE SPOTLIGHT—BEN BATTISTA

Phone Interview with Ben Battista – Aug 20, 2014

Ben is a long time customer of SVI International, Inc. He called in recently and wanted to purchase repair parts. As our conversation went on, he mentioned that he was going to celebrate his 91st birthday the following day! He mentioned he had been doing lift repairs for 67 years! Besides wishing Ben the Happiest Birthday, we felt it would be fitting to honor Ben with a place in our Twin Post Newsletter.

Ben was born in 1923. In 1942 he joined the Army, 45th Infantry and served his country in France, Germany, and Austria. When he returned in 1946 he married a lovely woman named Mary. Ben started working at Ohio Battery just

two days after his return and worked there until his retirement in 1988. Along the way, as a Salesman for Ohio Battery, he encountered many lifts and automotive equipment. He was being asked so many questions by his customers that he started working with the customers repairing their lifts. More and more, he was being asked during his rounds to help find parts and for his advice. He started finding sources for these parts and selling parts after his retirement. He said the hardest hoist he ever encountered was an old Force lift. As he was self taught, he always thought about safety first and never had any accidents.

Ben and Mary had two children, and have been blessed with 4 grandchildren and 2 great-grandchildren. He enjoys golf and continued golfing until age 89! Ben and Mary enjoy dining out 3 or 4 times a week, and Ben suggests taking a nap in the afternoon. He still works in the morning, selling parts to his customers, but has retired from working on lifts! Ben just had a heart checkup and the doctor reported “keep doing what you have been doing for 91 years”!

Ben said everyone at SVI has always been pleasant and helpful, and 99.9% of the time we are spot on with our knowledge and parts. We sincerely wish Ben many more wonderful years!!! Thank you, Ben, for sharing your story with us and for being a loyal customer over the years.

Sure, Right! Imitation Hog Rings!

Can you believe it? Someone may have allegedly gone through a lot of trouble to imitate the hogs rings similar to those supplied by SVI, but who? Anyone other than SVI that is offering hog rings for sale may have unknowingly become a vic-dumb of a crime. It seems someone is trying to pass off imitations of this main stay American and import product and SVI, and only SVI, knows what legitimate hog rings look like. Each new batch received from the manufacturer is carefully scrutinized and analyzed by being run through a twelve step verification program.

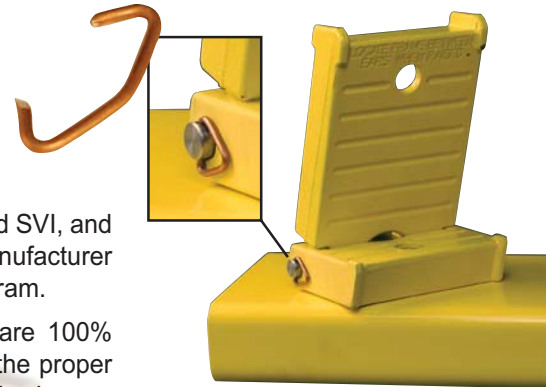
When you order BH-9755-26 hog rings from SVI you can rest 100% assured they are 100% legitimate and real hog rings. Beware of ordering from anyone else that may not have the proper means to insure that only 100% legitimate hog rings are in their inventory. Do not take this chance, you are risking performance, safety and potential criminalization of a lift if anything other than an SVI hog ring is used. Please take special note that if you use imitation hog rings you could be affecting your bottom-line performance.

These hog rings are found widely in use on older lift equipment once manufactured by Rotary lift. SVI legitimate hog rings can also be used in conjunction with superior SVI cast iron high and low step adapters found on a wide variety of lift models still in service to this day. Hog rings are also widely used on automotive upholstery and can be found holding together almost every car and truck seat you have ever sat on.

Put SVI to work for you today for all of your exceptional quality lift repair parts needs, SVI and only SVI is your Answer!

Please note: The imitation hog ring article is intended only as a ridiculous farce and is no more or less ridiculous than the following: “someone saying there may be companies that try to pass off imitations as genuine parts”.

SVI is not aware of anyone selling counterfeit parts for any lifts, are you? SVI does sell quality repair parts that are for use on many different makes of lifts and they are SVI products, never portrayed to be something they are not.





Put an End to (PLR) Premature Lift Replacement

A large unified school district is replacing a bunch of lifts at a huge expense to taxpayers, why? It is entirely unnecessary and a waste of valuable taxpayer dollars. All they needed was the SVI "Zero Leak Tolerance" solution for use on their Rotary lifts.

Yes, SVI continues its commitment to the "zero tolerance" demands of government and public agencies. These lift owners are being asked to solve frequent seal replacement costs and leaking concerns, not replace their lifts and burden the taxpayers.

While transit authorities and others have been reaching out for help with their leaking problems only SVI has a real solution. True, one government run facility had tried repeatedly to solve their leaking problems without result. They insisted that somewhere there had to be someone willing to help them. Ultimately, they found SVI. Once provided with the scope of their needs, SVI innovators went to work and successfully solved the persistent leaking. SVI's efforts are rewarded and It's great to hear words like "outperformed everyone's expectations".

Now, it is your turn to outperform a customer's expectations.

SVI needs distributor help stopping the leaks. Industry lift repair professionals know first hand the government and public agency lift users who need "zero tolerance" leak free lifting. SVI and distributors will work closely together to solve these needs whether at the "Rapid Transit", "Unified School District" or the local "Municipal Garage".

Let's stop the leaking!

For high-tech modern seal materials and truly innovative problem solving—SVI is your Answer!

One Big Success Story—Thank you!

This past March, SVI re-discussed the value of its repair kits for use on select Graco air motors. Distributor response has been terrific and the SVI kit department is busier than ever keeping the shelves stocked with kits so they are ready to go every day.



BL-1206-728

Each kit is carefully packaged for accuracy and contains all the components that provide both a cost-savings and exceptional product performance. Distributor demand for this repair kit is exceptional and SVI has matched the demand by building large levels of inventory to keep the kits ready for immediate shipment. Let SVI know what else you would to see become available in the future. Thank You!



Exceptional Restraint Retrofits

Many SVI distributors have been inquiring about arm restraint retrofit kits. A universal kit? If it were only that easy. While there is no one single universal solution to retrofitting an existing lift with arm restraints SVI has everything you need to properly perform an upgrade on a multitude of lifts.

SVI engineering has willingly volunteered its time to help each distributor with a sound solution on a case by case basis. This means unprecedented support is available to help all SVI distributors and lift owners alike get their lifts upgraded. To take advantage of this lift industry specialized service, contact your favorite SVI distributor support representative for details. SVI will furnish you with an easy-to-use worksheet. All you need to do is fill in some blanks and return the form to SVI for evaluation, and a suggested method or plan to perform the upgrade will be given, along with pricing.

SVI has the single largest selection of arm restraint systems and components in the entire World. No other company can provide you with such a vast selection or industry best customer service.

Outperform Customer Expectations!



SVI is your one-stop shop.

SERIOUS SAFETY CONCERNS

No more! Don't Get Caught in a Pickle...

(its a bad sad thing)

SVI staff members field all kinds of phone calls and some are incredibly unfortunate. One such phone call came in from an accident scene investigation specialist who had questions about how a particular lift operated. SVI staff quickly and easily answered the questions, and that was the end of the call, right? Not so fast!



About a week later, SVI receives a call from an attorney who wants to discuss an incident regarding a single-post lift. Always ready to listen and be helpful, SVI quickly realizes the attorney is calling about the same incident as the caller from the previous week. During the call, it is made clear that an individual was killed when a slowly leaking single-post lift crept down on a man and ultimately crushed him to death. He was working on the rear end of a vehicle and had only raised the lift several feet to crawl under and make a repair. As the lift crept down, the man became stuck and unable to roll out to free himself from the slowly descending vehicle, until ultimately it was too late and the most unfortunate occurred.

The reason SVI was called was so the attorney could learn more about the SVI product line, and its availability of repair products. It is alleged that the owner of this US Air / Curtis lift claimed to have called a lift organization to inquire about a new safety leg and the lift organization he called said the one thing uttered way too frequently, *"The company is out of business and no parts available."* We all know this is not an entirely true statement. The company may not make lifts anymore, but it is a fact well-known and widely-documented throughout auto lift industry that many important safety parts do still remain available. SVI told the attorney that the particular part the lift owner needed, a safety leg/non-rotator, is in fact still available from SVI and that SVI has extensively marketed this fact repeatedly to automotive lift sales companies in the United States since the late 1970's.

The attorney felt with this as the case, there may be additional negligence on the part of the lift organization and that they too could become liable. SVI hears from callers all the time who have called out of frustration because someone has told them some part or another is not available, when in fact, just the opposite is true in most cases. Lift safety and repair parts are available from SVI even if the (OE) old manufacturer is no longer in business or still remains in business, but has just simply chosen to discontinue a part or parts, whether safety related or not.

Every auto lift organization should be very careful and extremely cautious with respect to staff statements especially when it involves assumptions that something is no longer available. Misleading or misinforming a lift owner is not only damaging to an organization's reputation but also can result in some very unfortunate circumstances.

HEY RACE FANS!

Start your engines—Did you know SVI owns and operates (VPS) Valley Precision Solutions, LLC?

Did you know VPS is a very large supplier of oil seals used in all the drivetrain components found on all the cars zipping around all the race tracks each weekend? Cool, huh!

VPS is one of the largest single suppliers of hydraulic seals to the fork lift industry, which is an estimated 10 plus times that of the size of the automotive lift industry. VPS enjoys key customer relationships with those in specialized industries like nuclear energy, auto racing, mining, logging, valve building, steel drum compaction, truck transmissions, caulk tube filling and more.

VPS is a tier level supplier to Caterpillar, Prosys and other manufacturers as well as top heavy duty diesel truck transmission builders. Impressive, to say the least.

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Pads for CL10, E10,
S10, EV1020**
(Set of 4)



NEW Arm Pads for Challenger Lifts



Call today: 800-321-8173

Do you get our weekly specials? Call or sign up online www.sviinternational.com

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