

When Power is Critical

**IPU**  
GROUP

# Making Money With IPU

The company you want  
to do business with

You buy from numerous suppliers every year. It is hard to distinguish one from another.

What makes you think of one as a good supplier and another as one to be avoided whenever possible?

Here at IPU, we think we know.

This guide illustrates why we think we are entitled to describe ourselves as

**the company you want to do business with.**

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## Building a profitable partnership

First and foremost, we have to supply the right products.

- Products that represent a strong revenue stream for you.
- Products that are the best in their class.
- Products that are reliable.
- Products that offer the performance your customers need.
- Products that give you a competitive advantage over other suppliers.
- Products that give your customers an edge in their markets.

IPU's product range encompasses technologies that improve the performance, reliability and sustainability of diesel engines.

If you sell to markets that use diesel engines in power generation, propulsion, construction equipment, goods vehicles or heavy machinery you should be talking to IPU.

## If they store diesel, your customers need fuel polishing

IPU's fuel polishing solutions tackle diesel contamination. Contaminated diesel is fast becoming the main cause of engine failure and unreliability. As engine manufacturers and fuel suppliers disavow responsibility for damage caused by poorly maintained fuel, it becomes ever more important for organisations to take responsibility for fuel maintenance.

Every organisation that stores diesel for more than six months needs fuel polishing. Fuel quickly becomes contaminated by solids (rust and dirt) and water. If your country uses biodiesel, fuel will also be affected by microbial growth. Watch [our video](#) for a two-minute explanation.

### Target Market: critical power

Organisations with diesel-powered emergency generators are your best initial target. These organisations cannot allow their emergency generators to fail. Bad fuel stops engines. Stored diesel is a single point of failure that is often over-looked.

This market includes:

- Hospitals.
- Datacentres.
- Government buildings.
- Military sites.

### Target Market: contaminated environments

Other sites may be prone to water or solid contamination because of their environment. Organisations in this market include:

- Ships.
- Harbours.
- Construction sites.
- Mines and quarries.

### Target Market: hire companies

Many organisations have developed a business model that avoids equipment purchases so capital expenditure (CAPEX) can be kept low.

These organisations rent the equipment they need even when the rental lasts several months or even years.

If this is common in your country, hire companies could be an initial target market for you.

With IPU's assistance, you can illustrate the business model and provide them with the materials and expertise they need to rent fuel polishing systems to the markets identified above.

### Selling points

1. **Flexibility:** IPU's filter cell range handles everything from coarse filtration to final polishing. All the cells use standard sizes so a single Diesel Defence polisher can handle any level of contamination – just use the appropriate media type.
2. **World-beating water removal:** FiltaSorb media exceeds the water extraction capabilities of all other media. It removes water to under 100ppm (parts per million) at 5 to 1,000lpm (litres per minute).
3. **World-beating solids removal:** IPU's FiltaSolid media can remove solid contaminants down to 1µm (micron) with 99.9% efficiency.

# The Right Products

## DieselCheck fuel testing systems

You need to identify a problem before you can fix it. DieselCheck [portable diesel analysers](#) give your customers an accurate and immediate indication of whether they have a problem. These battery-powered units are self-contained, tough and simple to use.

DieselCheck analysers come in three versions to check particulate contamination, particulate and water contamination or particulate and water contamination and fuel density.



## Diesel Defence mobile fuel polishing systems

IPU's Diesel Defence [mobile fuel polishers](#) are flexible, powerful units that can tackle many types of contamination.

The DDM1 and DDM2 are compact, wheeled buggies that can be moved between tanks and left to run until the fuel is free from water and particulate contamination. Their performance exceeds the levels demanded by international standards such as ISO 4406 and EN 590. They are great entry-level products for any organisation.

The DDM range of mobile polishers goes right up to the DDM6 for tanks up to 80,000 litres (or more when used in parallel).



## Typical sales cycle

The fuel polishing sales process starts with DieselCheck testing. Samples are taken from a tank and analysed. The results show customers whether they have a problem or not. Because it is inexpensive (under £20 per test) it is an ideal way to introduce customers to the world of fuel maintenance. It also presents you as an honest merchant – you only progress to more expensive services if the analysis shows they are needed.

If fuel cleaning is required, there are different ways to approach it depending on your level of investment:

**ClearTank cleaning rigs:** in the UK, IPU use professional cleaning rigs that can clean almost any volume of fuel in almost any location. These units feature pumps with different flow rates, variable numbers of filter housings (more banks mean faster cleaning) and deformable construction so they can be moved to tight basements or rooftops. Some are designed to be mounted in Transit-sized vans.

**Diesel Defence DDM mobile polishing units:** IPU's mobile polishing units can clean tanks up to 80,000 litres. These units are standardised, simple, available from stock and relatively inexpensive.

## ClearTank fuel cleaning service

Some distributors become service providers in their own right once they own one or more DDM mobile fuel polishers.

The [ClearTank service](#) is a highly profitable service that can be sold to businesses who understand the importance of clean fuel but who do not have the resources to maintain their own fuel.



## Diesel Defence DDF fuel polishing systems

IPU's [DDF fuel polishers](#) are fixed units that are permanently attached to bulk storage tanks.

DDF polishers work unattended 24/7 to keep the fuel clean in tanks up to 80,000 litres.

They are specialist units that require a higher level of expertise in engineering and fuel management. DDF polishers are well-suited to distributors with experience of servicing generators, fuel storage tanks or site infrastructure.

They are only available to distributors after appropriate training.



Cleaned fuel does not stay clean. It is under constant attack from water, solids and microbial growth. There are two ways you can help your customers keep their fuel clean:

**Diesel Defence DDF fixed polishing units** are permanently fixed to a bulk storage tank. They regularly and automatically clean the fuel to ensure contamination never becomes a problem again. They are the 'fire-and-forget' solution.

A regular **fuel cleaning programme** is an alternative for distributors who do not have the resources to specify and install Diesel Defence DDF units. With a customer covered by a fuel cleaning contract, you test the customer's fuel every six months and clean it as required using the same equipment and processes you used in the original cleaning stage.

Fuel polishing rewards providers with significant repeat business:

1. Fuel testing twice a year.
2. Repeat cleaning for sites that do not fit a Diesel Defence DDF fixed unit.
3. Replacement filter cells.

## The world's generators need simple solutions to reduce emissions

IPU's emissions solutions portfolio encompasses the three main components of an effective exhaust treatment system (SCRs, DPFs & DOCs) plus the expert support you need to design a system that suits your customers.

Emissions from diesel engines damage the environment. That is undeniable. It is also undeniable that the power, convenience, reliability and economy of diesel generators make them an essential part of business life all around the world.

Our job, as part of the diesel engine industry, is to make diesel engines as sustainable as they can be.

### Target Market: zones under legislative restrictions

Legislation can arise from international bodies (e.g. the European Union's Medium Combustion Plant Directive), a national government (e.g. the UK Environmental Permitting Regulations) or local clean air zones (e.g. the London Low Emissions Zone).

Organisations in this market share two common characteristics:

- They are being forced to reduce emissions by law; they are not doing it voluntarily. This makes them price conscious.
- Their generators provide prime power for several hours a day; they do not operate as emergency backup.

The heaviest users of onsite power are in the following sectors:

- Construction.
- Rail & transport.
- Exhibitions and events.
- Local power grid (mining and quarrying).
- Agriculture.
- Decommissioning.
- Contracting.

### Selling points

1. **Efficient:** the components are sequenced and sized to work in harmony with each other.
2. **Compatible:** CFD is used to ensure the genset still operates at full power.
3. **Appropriate:** components such as DOCs are only used where they add benefit to the system as a whole.
4. **Economical:** keeping purchase, installation and running costs as low as possible.
5. **Bespoke:** space and noise restrictions may require special piping or components.
6. **Expert advice** on complementary options such as GTL fuel and Bifuel conversions.

### Typical sales cycle

The sales process starts with details of the application:

- the make and model of the engine or generator.
- its location and surroundings.
- its current emissions performance.
- the emissions levels it has to meet.

The solution we propose will suit your business requirements:

- We can design and build a complete system for your customers and ship it to you for installation.
- We can design a system and ship it to you for local assembly and installation. You may source some of the components locally.
- You can use IPU's expertise on a consultancy basis to design a system that you source, assemble and install locally.

We can deal directly with your customer if required although we prefer to deal through you.



## Selective Catalytic Reduction (SCRs)

An SCR system reduces NOx emissions by converting it into less harmful nitrogen, water and carbon dioxide. SCR alone can achieve a 99.8% reduction of NOx emissions.

IPU's unique airless AdBlue dosing system reduces the likelihood of ammonia slip, meaning less maintenance and downtime for your customers.

## Diesel Particulate Filters (DPFs)

A diesel particulate filter (DPF) is an after-treatment device that filters dust from the exhaust stream.

DPFs will be critical to comply with Clean Air Zones. IPU's Diesel Particulate Filters can reduce particulate matter by 95%.

DPFs require some regeneration (cleaning). This can be sold as an additional service to your customers.



## Diesel Oxidation Catalysts (DOCs)

A DOC is that it is a true multi-function device.

As well as providing passive regeneration (cleaning) for the DPF, it also converts NO to NO<sub>2</sub>, CO to CO<sub>2</sub> (which will help when CO limits are imposed) and captures some of the particulate emissions as a bonus.

Systems that incorporate SCR, DPF and DOC start at around £15,000.

Installation costs are added by you.

## Reliable starter motors for essential engines and generators

IPU's Engine Starting division has an enviable position in the oil & gas and marine sectors. It is the world's premier supplier of hydraulic engine starting systems for commercial engines in these markets. It is also a leading supplier of air (pneumatic) and spring starting systems.

### Target Market: marine

Most vessels use a hydraulic or air starting system on the generators that power critical functions such as navigation, command and control, air-conditioning and loading.

When a motor fails at sea the vessel needs a replacement at its next port of call. This represents an excellent profit opportunity for a local distributor because prompt delivery is a higher priority than economy.

Spring starters are commonly used on smaller vessels and survival craft. They are a compact and independent engine starting system.

- Marine generators for navigation, command and control, air conditioning and loading.
- Loading systems and ancillary generators on inland barges.
- Small marine propulsion engines e.g. survival craft.

### Target Market: oil & gas

Hydraulic and air starting systems are commonly used to start the fire pumps and emergency systems on offshore platforms.

These systems are an integral part of the platform's safety infrastructure. Any motor that fails has to be replaced as a matter of urgency. Safety is heavily regulated in the oil and gas industry. Fast response and rapid delivery are the customer's top priorities.

- Fire pumps and emergency generators on oil and gas platforms.

### Target Market: mining and agriculture

Mines and dust-laden environments face a severe risk of explosions from sparks or unprotected electrical currents.

Hydraulic and air engine starting systems combat this risk. Starter motors destined for these environments have to be supplied fast to maintain the customer's productivity.

The durability and simplicity of spring starter motors makes them especially suitable for agriculture and water-pumping, applications where the equipment may be remote and inconsistently maintained.

- Underground mines.
- Grain or timber handling.
- Agriculture and water pumping.
- Remote and poorly-maintained engines.

### Selling points

1. IPU is the world's leading supplier of packaged engine starting systems. When you partner with IPU, you become the benchmark others aspire to.
2. We offer a reliable way of starting engines or generators without electrical power.
3. We offer low-maintenance starting systems that are resistant to harsh environmental conditions.

### Typical sales cycle - spring starter motors

Use IPU's online product selector to find the correct starter for your customer's engine or you can contact IPU's engine starting team for this information.

Ship the correct starter from your own stock or have it shipped from IPU.

The customer watches IPU's online video that illustrates how to fit a spring starter.

The customer fits the spring starter.

## Spring starter motors

[Spring starter motors](#) deliver reliability through simplicity. As the name suggests, they store their energy in a high-capacity mechanical spring. They are well-suited to harsh, low-maintenance environments and can start an engine in extreme temperatures and after immersion in water.

Spring starters are ideal for engines up to 12 litres. There is no special expertise required to install or operate a spring starter nor do they require electrical, hydraulic or pneumatic connections.

IPU's SureStart spring starters weigh as little as 12kg and can measure just 26cm.



## Hydraulic starter motors and systems

[Hydraulic starting systems](#) are ideal as a primary or secondary method of starting diesel or gas engines up to 80 litres.

Bespoke systems can provide single or multiple start attempts. They can be supplied as a fully-assembled system, as loose components or we can just supply the starter motor.

Hydraulic start systems can be sized and supplied to comply with marine Classification Societies such as the American Bureau of Shipping (ABS), Lloyds Register (LRS), Nippon Klass (NK) and other agencies.



## Air (pneumatic) starter motors and systems

[Air \(pneumatic\) engine starters](#) are a light, powerful and compact way to start diesel and gas engines up to 150 litres.

IPU's turbine starters tolerate contamination, resist water damage and require no lubrication during normal operation. They are ideal for marine applications.

IPU's air starters operate at air pressures from 3 to 30 bar allowing you to use your existing air supply.

IPU can also supply remanufactured starter motors from IPU and other manufacturers.



# The Right Price

Appropriate pricing goes hand-in-hand with quality products. IPU's pricing strategy ensures satisfaction for everyone in the supply chain: IPU, you and your customers.

We combine aggressive pricing with technical superiority. We can justifiably claim to be the "Number 1" supplier of numerous technologies but market success only comes when high-quality products are combined with an attractive commercial proposition.

## A modular approach that matches customer needs

IPU's systems are modular so your customers only pay for the functions they need. Costs are limited to the features that are necessary.

For example, a basic fuel polishing system can be enhanced with options such as a stainless steel enclosure - but only if the customer wants it.

Our bespoke emissions solutions only treat the pollution issues the customer is concerned about.

Engine starting systems can be bought in any way the customer prefers, right down to a box of unassembled components.

Giving customers exactly what they want is part of IPU's service ethos.

## A range to suit all applications

Every customer has a unique budget. IPU's product ranges suit this reality.

Ranges start with smaller units for customers with strict financial constraints to enterprise systems for large sites, capital equipment and ocean-going vessels.

## Pricing that reflects value

IPU is committed to producing superb products at competitive prices. We do not necessarily attempt to offer the lowest price in the market.

IPU products are custom engineered to meet high specifications and delight the most demanding customers.

Our business model and pricing strategy delivers satisfied customers and profitable relationships with our distributors.

## Same day despatch

Orders received before 1500 UK time are despatched that day if the item is in stock.

You choose the delivery method to match your budget and deadline.

## Market intelligence

IPU uses a variety of techniques to keep abreast of current pricing around the world.

**Automated intelligence:** customised web bots scour the internet on our behalf, alerting us when competitors change the prices or specifications of their products.

**Local feedback:** our distributors and overseas staff use standard forms to report specific examples of deal-based pricing. This helps us keep our bespoke systems competitively priced.

## A framework for profit

IPU's products give our distributors a framework on which they can build a profitable business.

Many of our products and services anticipate substantial installation and service revenue that you price according to your market conditions and corporate practices.

Although the discounts vary between our product ranges, the profit opportunity does not.

## Local stock

A major part of a distributor's role is to hold local stock so customers can receive fast deliveries without international delivery delays.

IPU will work with you to determine the stock levels and turnover rates that are appropriate to your territory.

IPU rightly claims the title of “Number 1” in numerous market sectors. Our expertise has been won through accredited training and decades of experience. It leaves us in the enviable position of being able to advise our customers and yours on any aspect of an application. It is only with such experience that we can offer to make applications work on time, first time, every time.

## Over 30 years in fuel filtration

IPU’s experience in fuel filtration started even before biodiesel turned the problem into a worldwide crisis.

When IPU bought Filtertechnik’s fuel division, we boosted an already expert team and propelled ourselves to the top of the list of worldwide players.

## IPU Service Division

The IPU Service Division was created to address the market demand for an officially-approved, manufacturer-backed installation, inspection and maintenance service.

It covers products manufactured by all of IPU’s export divisions.

The IPU Service Division’s installation, inspection and maintenance functions are offered via our own staff and through trained and qualified staff working for select IPU distributors. Leveraging our global network of distributors allows us to offer an identical standard of professional, dependable service around the clock and around the world.

All our staff and partners are trained by us, the original equipment manufacturer, to deliver an identical level of diligence and expertise. Installations follow the same procedures, inspections use the same test protocols and repairs are executed to the same standard.

The IPU Service Division functions as both an opportunity for distributors to receive overseas support and a framework through which they can provide services to other distributors and end-users.

## Emissions Solutions from day one.

Although emissions solutions have only recently become an issue for the power generation industry, they have been a part of the automotive industry for decades.

When IPU entered this market we recruited the expertise we needed from the emissions industry to instantly acquire world-beating knowledge on the subject.

## Passing it on - expert training

Our expertise is only useful in overseas markets if it is replicated by our distribution partners.

IPU runs a variety of course types to help you learn everything you need to solve pre- and post-installation issues.

**Classroom training:** the two classrooms at our UK headquarters are regularly used to train distribution partners and end-users. By training people within metres of our design and manufacturing facilities, we show trainees a complete cradle to grave lifecycle.

**Video training:** in Q4 2018 we will be launching the first of our video training courses. Whereas distributor principals prefer to come the UK for training, it is impractical to bring numerous staff members here. Video training passes on the knowledge they need in a convenient, own-paced style.

**User training:** IPU produces “how to” videos that are publicly available for distributors and end-users alike. Basic topics such as “How To Fit A Spring Starter” are best handled by video rather than a training course.

## Over 40 years in engine starting

IPU’s experience with engine starting systems goes back to the early days of non-electric starting systems.

## Global Centre of Excellence

The culmination of so much experience in so many technologies leads IPU to present ourselves as a Global Centre of Excellence.

While we have competitors in every market we serve, only IPU has such expertise in related technologies. It gives us the scope to understand the true benefits of our technologies and helps us design systems that work harmoniously with the equipment around them.

As well as our exportable products, IPU has expertise with oil conditioning systems, engine control systems, engine pre-heaters and filtration.

# Sales Support

IPU works in partnership with our distributors. Successful sales performance happens when a distributor is properly supported by the manufacturer it represents. IPU's ethos is simple: we help you sell.

## Dedicated account management

As a valued distributor, you will have one person to act as your main point of contact with IPU. This simplifies your dealings with us and improves the reliability of our business processes.

Your account manager will be chosen on their ability to support you and your business goals.

The criteria we use to select account managers include:

1. expertise in the product ranges you choose to sell,
2. availability to support you both remotely and locally, and
3. experience in your territory.

Having an account manager does not stop you speaking to other IPU staff!

## Regular reporting

Each distributor has 4 formal sales meetings per year as well as informal discussions and meetings.

The formal meetings take place online. They provide a forum for a two-way discussion of what has worked in the preceding three months, what has not worked and what is needed to move our business forward together.

These meetings are the cornerstone around which IPU's collaborative approach is built. We avoid the "have you hit target?" approach that typified distribution relationships of the past.

# We help you sell

## Contractual protection

Contracts protect a business relationship. They define our commitment to you and stipulate how we will protect your interests in your territory.

Some of the areas your IPU distribution contract will cover include:

1. Service levels for support.
2. Duration and exclusivity.
3. Credit terms.
4. Trademark protection.
5. Protected territories.

## Sales Training

Almost all of IPU's account managers are salespeople. They have years of experience selling the same products you distribute.

The account manager's job is to pass on his experience to you so you can become just as skilled at selling IPU products (but in a fraction of the time)!

## Sales Support Books

Part of our sales training is built around our Sales Support Books. These condense everything we know about selling our products into a relatively short guide.

Sections include an elevator pitch, email templates, objection handling and feature-benefit-advantage analysis.

Marketing and sales are two sides of the same coin. Good marketing helps create the environment in which sales can flourish.

IPU recognises that many of our distributors have small marketing departments with little experience of IPU products. That is why we are delighted to provide many of the resources you will need to promote our products in your country from the very first week of your distributorship.

## Own-brand materials

As an official IPU distributor you are entitled to have almost all our marketing collateral rebranded with your own company details.

The rebrand process includes:

1. Your logo instead of IPU's.
2. Your company name and contact details replacing IPU's.
3. Your primary company colour instead of IPU's.

Once rebranded, we will provide you with print-ready PDFs that you can produce locally.

## Distributor listing on IPU website

All distributors are listed on IPU's website. Your listing can include:

1. Office address.
2. Phone number.
3. Website address.
4. Email address.
5. The products you distribute.
6. Short company description (optional).

## Distribution-friendly branding

IPU has a product-lead branding strategy because it suits distributors' business needs.

As an IPU distributor, you can sell our products under your company name. The product brands - which have to remain unchanged - make no mention of IPU.

In your territory you are therefore free to sell "Acme Diesel Defence" and "Acme SureStart" starter motors.

## Web Update Service

Adding products to a website is usually time-consuming. IPU's Web Update Service cuts this time to mere minutes.

With a single link per product family, you can draw our product information into your website.

1. It's free.
2. It's automatic - when we update our website, yours updates too.
3. Visitors stay on your website - it's not a redirect to ours.
4. Your website wins rich content with pictures, videos, animations, etc.
5. It's mobile responsive.

The content available via the Web Update Service is almost entirely unbranded so you can keep IPU's role in the background if you prefer to.

The format of the pages is plain so they should blend easily with your website structure.

If you prefer a more ornate layout, you can use the Web Update Service for a quick start before moving on to a more custom approach when time permits.

## Translation

IPU does not assume everyone speaks English. Sales materials are most effective when they are in your customers' local language.

If you provide the translation, we are happy to import it into our materials. We will provide you with electronic versions of our collateral using that language.

# Marketing Support

Lead generation is an integral part of marketing. It is also its hardest aspect.

IPU uses numerous lead generation techniques that can be successfully replicated around the world. The materials that underpin these techniques are available to you as an IPU distributor. We are also available to give advice on how to deploy them, measure their success and adapt them for your local market.

## Sales Support Books

The Sales Support Books mentioned in the "Sales Support" section of this guide are living documents.

As salespeople around the world encounter new objections, competition and sales scenarios, we update the guides.

Every sales team in every territory benefits from the experience.

## Handbooks

All web sites need valuable content that visitors are willing to give their names to receive. This 'gated content' turns anonymous traffic into identifiable leads.

Our library of handbooks gives you a head-start in developing gated content and moves you closer to the leads every new business venture needs.

The handbooks can be used 'as is' or as source materials for translation into your local language.

## LinkedIn PPC adverts

There are numerous social media channels available around the world. IPU has chosen to focus on LinkedIn because of its B2B focus and strong advertising platform.

As an IPU distributor, you are entitled to use the advert designs that we have commissioned 'as is' or as source material for a translation to your local language.

## Seminar plans and webinars

IPU has run many successful seminars to introduce our products to new markets and improve our relationships with key customers. We would be delighted to share our experience with you:

1. Schedules and agendas.
2. How to attract attendees.
3. How to reuse content on social media.
4. Presentations and other content.

Because time is precious, IPU has also started running a series of webinars people can attend from the comfort of their own desks.

We can provide similar support for these and, if you require it, we can even dial in to co-present a webinar with you.

## Email series

Generating new leads using email needs two things: good content to send and good contacts to send it to.

IPU can help with the first. Our email series have a track record of generating substantial quantities of leads.

They are available to you - along with their supporting images - to use 'as is' or to use for translation into your local language.

We can also provide assistance in how to develop a powerful email marketing programme.



## Videos and animations

Many of our products are technically complex. They tackle issues that many people do not even realise exist e.g. fuel contamination.

To educate audiences IPU has commissioned a series of videos and animations that summarise the key points in three minutes or less.

These are available to you. They are embedded in the pages in the Web Update Service and can be used as independent media files.

## Product selectors

Customers can be uncertain how to buy unfamiliar products such as fuel polishers and spring starter motors. Uncertainty is bad for sales.

To help customers make informed decisions, IPU produce several product selectors. These ask website visitors questions they can answer (engine type, engine capacity) and give them the answer they need.

Custom versions of the product selectors can be produced to add a lead generation process to the end of the questions: "This is the product you need - do you want a quote?" There is a cost for this customisation.

Product selectors are integrated into the Web Update Service.

## iPresent sales enablement

Have you ever wanted to show a customer a particular photo but not been sure where to find it? Or a datasheet? Or a presentation?

It is a common problem that is solved by a tool called iPresent. iPresent collates all our marketing collateral into logical "content sets" that can be viewed through tablet computers and phones as well as laptops.

If you take out iPresent subscriptions we can share our content sets with you.

## Dropbox

Our entire portfolio of marketing collateral is published on Dropbox.

Distributors receive an update every month that lists what is published and highlights the items that have been added or updated.

Collateral includes:

1. Animations, illustrations, videos and photos.
2. Brochures, datasheets and presentations.
3. Case studies.
4. Manuals, instructions and tools.
5. Third-party technical papers.

## Presentations

It will be a rare occasion when you would use an IPU presentation without editing it. Our goal is to make your life easier.

Our presentations contain all the information you need to explain, differentiate and sell our products.

All you have to do is pick and choose the sections you want to use in front of your customers.

## Further information

Here are some links you may find useful:

- IPU's [Chinese \(Mandarin\) web site](#) for Engine Starting products.
- IPU's [Korean web site](#) for Engine Starting products.
- IPU's [main website for Engine Starting products](#).
- IPU's [main website for Fuel Polishing products](#).
- IPU's [main website for Emissions Solutions products](#).