



# PROVEN. EFFECTIVE. SAFE. SINCE 1942



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# OUR CUSTOMERS

Our customers understand why it's important to keep their engines and equipment running clean. They care most about a product's effectiveness without being harmful. Showing them how they can use Sea Foam products in the most useful, effective ways is a critical part of serving them and selling Sea Foam products. Here are sketches of our four biggest types of customers.



## DIY ENGINE OWNERS

This is the everyday engine owner that is compelled to take care of his equipment. Includes owners of all types of gas and diesel engines – cars, lawnmowers, outboards, and everything else.

- ➔ Want to make their equipment last longer and run better.
- ➔ Never far away from an engine of some sort on the weekends.
- ➔ Range from highly knowledgeable about engines to the casual weekend tinkerer.



## VEHICLE ENTHUSIASTS

These people see their vehicles as part of their identity. Taking care of their vehicles goes beyond functionality – their vehicle is an expression of who they are.

- ➔ Attend race events and car shows on the weekends.
- ➔ Care deeply about preserving their vehicle – both its performance and aesthetic.
- ➔ Concerned about a product's quality, trustworthiness, and ability much more than price.



## OUTDOOR ENTHUSIASTS

For them, outdoor recreation is a lifestyle, and they depend on engines and equipment to keep them in the places they love.

- ➔ Passionate about something like fishing, powersports, hunting, or RV'ing.
- ➔ Need reliable engine performance.
- ➔ They see Sea Foam as a way to improve equipment dependability so they can spend more time doing the things they enjoy.



## ENGINE PROFESSIONALS

Sea Foam products are the proven choice for many mechanics and other professionals. These are the influential people that everyone depends on for advice about engines.

- ➔ Running, managing, or fixing gas and diesel engines is how these customers make a living.
- ➔ From lawn care to heavy equipment operators, not much gets done without these people.

# THE CAN FOR EVERY ENGINE



## ADD TO GAS OR DIESEL FUEL

Pour Sea Foam in your fuel tank to clean & lubricate your entire fuel system.



## ADD TO CRANKCASE OIL

Sea Foam cleans harmful residues & deposits that can restrict oil flow & engine lubrication.



## FOR STORAGE

Sea Foam helps stored fuel resist evaporation, preserve ignition vapors & prevent gum & varnish formation.



## HOW SEA FOAM WORKS

- ✓ Cleans fuel injectors & carburetor passageways
- ✓ Cleans intake valves & chamber deposits
- ✓ Lubricates upper cylinders
- ✓ Works in crankcase oil to liquefy harmful residues & deposits
- ✓ Stabilizes gas & diesel fuels up to 2 years
- ✓ For any gas or diesel fuel blend
- ✓ For all motor oils, conventional & synthetic



PART NO. SF16



PART NO. SF128

# MILLION-MILE MOVER

HOW USING SEA FOAM MOTOR TREATMENT  
IN THE CRANKCASE HELPED A HARDWORKING  
TEXAS TRUCK RACK UP MONSTER MILEAGE



## A COMMON PROBLEM

It's no secret that most vehicle engines don't make it as far as the one in Stevens' F-150. Engines eventually succumb to repeated wear and tear, with failures starting small and building over time. Corrosion, residue build up, moisture damage; even in regularly maintained vehicles, these issues can eventually lead to bigger problems that are difficult to detect until it's too late.

In a hardworking truck like Stevens', keeping engine components operating in harmony for so many miles requires more than basic maintenance.

**J**ason Stevens doesn't back down from a challenge. As a Texas-based escort driver for oversized loads, he helps make the impossible happen every day, thanks to a truck that is as dependable as he is. His 2005 Ford F-150 has passed the million-mile odometer mark after years of 60- to 80-hour nonstop trips.

He says a strict regimen of adding Sea Foam Motor Treatment to his crankcase during each oil change helped his truck's original 4.6-liter V8 run and look like new, even after topping seven-digit mileage.



## A SIMPLE SOLUTION

Stevens adds ½ -can of Sea Foam Motor Treatment to his crankcase prior to each oil change, which he performs every 3,500 to 5,000 miles. When he took a look inside his engine during a timing chain replacement at 800,000 miles, he saw the results.

*"It's amazing how clean the inside of the engine was – just amazing... My engine still looked brand new, with no sludge buildup or anything. I'm going to continue everything I have been doing and see just how far it will go," Stevens said.*

## RECOMMENDED USE:

Add 1 ounce per quart of crankcase oil, 100 to 300 miles before an oil or filter change.

## BENEFITS:

- ✔ Dissolves harmful oil residues and deposits
- ✔ Cleans lifters, tensioners and actuators
- ✔ Cleans control rings and oil passageways

## TRY IT FOR YOURSELF!

Just as Stevens knows firsthand, when used in engine oil, Sea Foam Motor Treatment safely dissolves and relieves heavier oil residues that can restrict function and flow in crankcases. Made from highly refined petroleum, it will not alter oil viscosity or damage engine parts.





# MORE IMPORTANT THAN EVER



## FOR A CLEANER UPPER ENGINE

Sea Foam Spray is especially important in modern Gasoline Direct Injection (GDI) engines for cleaning and lubricating critical upper engine areas where fuel cleaners can't reach.



## APPLICATION MADE EASY

Our unique Tube & Hookguide Tool helps to avoid the hassle of removing parts by placing the Hookguide Tool under the air intake boot.



## FOR UPPER ENGINE STORAGE

Use Sea Foam Spray to fog intakes & spray cylinder cavities. Sea Foam Spray lubricates & protects chamber parts from dry out & corrosion.





## HOW SEA FOAM SPRAY WORKS

- ✓ Cleans & lubricates critical upper engine areas where fuel cleaners can't reach
- ✓ Cleans intake valves & chamber deposits
- ✓ Safe in all types of 2 & 4 stroke gasoline engines
- ✓ Apply through gas fuel-injection throttle body or carburetor throat
- ✓ Important for modern Gasoline Direct Injection (GDI) engines
- ✓ Lubricates throttle plates, bushings & upper cylinders
- ✓ Use to fog & protect intake & cylinder areas during storage



PART NO. SS14



# GDI REVIVAL

USING SEA FOAM SPRAY TO CUT COMMON CARBON BUILDUP  
IN GASOLINE DIRECT INJECTION ENGINES

**A**s a veteran master technician who has seen and repaired countless automotive failures, Jim Hetherington isn't quick to believe in simple fixes without thorough evaluation.

So when Sea Foam hired the Twin Cities-based consultant to test Sea Foam Spray, claiming the product could resolve problems tied to the notorious buildup of carbon deposits in gasoline direct injection (GDI) engines, Hetherington's reaction was what you might expect. "You have to prove it to me," he said. With a dyno-mounted GDI engine and a 12-ounce can of Sea Foam Spray, he would ultimately prove it to himself.

## A GROWING PROBLEM

Developed to improve fuel economy, emissions and overall performance, GDI engines have seen a dramatic increase in use during the last decade. But despite its success, GDI has some drawbacks.

"The biggest problem they've had is with these carbon deposits on the back of the valves," Hetherington said.

In a GDI engine, cleansing gasoline detergents do not reach behind the intake valves, allowing buildup of carbon deposits that can create a host of problems, which usually are misdiagnosed, resulting in expensive bills at the mechanic. But there is a far more affordable and less labor-intensive way to remove carbon deposits.

## A SIMPLE SOLUTION

As Hetherington found out firsthand, Sea Foam Spray's petroleum-based formula is engineered to quickly and safely remove carbon deposits from hard-to-reach places, including the intake valves on GDI engines.

### THE ENGINE:

2.4 liter four cylinder Ecotec engine.

Fitted with all-new valves and a clean cylinder head.

### THE PROCESS:

1. Hetherington ran the engine on 87 octane gasoline for 100 hours, or an equivalent of 6,000 miles, at 2,000 rpm to build carbon deposits.
2. The valves were removed, weighed and photographed. Each valve had visible carbon present.
3. The engine was reassembled and brought to operating temperature. Then, while running again at 2,000 rpm, Hetherington emptied a can of Sea Foam Spray through the throttle plate.
4. The engine was shut down to hot soak for five minutes, then restarted and run at a variety of loads to simulate a five-minute test drive. The head was then removed and the valves inspected, weighed and photographed again.

### THE RESULTS:

The findings concluded a carbon deposit reduction of up to 95 percent, enough to turn a skeptical technician into a true believer. An additional Sea Foam Spray treatment could safely cut the deposits even further – the company recommends as many treatments as needed.

Hetherington concluded by saying:

***“This is really consumer friendly and it’s easy to do. By using the Sea Foam product, I’ll tell you this, techs can fix this problem correctly the first time.”***



Master technician Jim Hetherington tested Sea Foam Spray in a 2.4 liter Ecotec engine.





# FIRST AID FOR FLUID SYSTEMS



## USE IN AUTOMATIC TRANSMISSION FLUID

Restores transmission shift quality by cleaning sticky varnish from valve bodies & shift solenoids.



## USE IN HYDRAULIC SYSTEMS

Solve & prevent operational problems caused by sticky residues & moisture in fluid. Cleans varnish & controls moisture.



## USE IN POWER STEERING SYSTEMS

Use to overcome hard steering by cleaning varnish deposits. Also works to quiet noisy steering pumps.

# SeaFoam<sup>®</sup> **TRANS TUNE<sup>®</sup>**

## HOW TRANS TUNE WORKS

- ✓ Helps fluid systems work smoother & last longer
- ✓ Dissolves & liquefies harmful gum & varnish buildup in fluid
- ✓ Cleans & lubricates valve bodies, shift actuators & solenoids
- ✓ Controls moisture
- ✓ Safe for conventional & synthetic fluids
- ✓ Will not swell seals or harm gaskets, O-rings, or clutch material
- ✓ Safe in most types of automatic transmission fluid, hydraulics, or power steering fluid systems



**PART NO. TT16**



**PART NO. TT128**

H O M E T O W N

# HERO



AKSAMIT TRANSPORTATION, INC. TRUSTS SEA FOAM TO KEEP SCHOOL BUSES ON THE ROAD THROUGH HARSH WINTER CONDITIONS

In Mike Aksamit's line of work, there's nothing worse than a mechanical failure. He and his wife, Jenny, own Aksamit Transportation, Inc., a fleet of 76 school buses and vans in central Minnesota. Half-a-dozen school districts depend on the fleet year-round to transport more than 3,000 students to schools, homes, sporting events, field trips and more. The buses and vans put on about 1.25 million miles each year.

"That might be peanuts to a big trucking company, but we're a school bus company, and our motto is Transporting America's Pride," Mike says. "If a bus breaks down with 40 children on board and it's 25 degrees below, we can't have that. And that was a real situation years ago." Aksamit Transportation, Inc. is based in Browerville, Minnesota, where below-freezing temperatures are the norm for half the year.



## FROZEN FLEET

Harsh weather, combined with the frequent starting and stopping school buses have to perform each day, can wreak havoc on diesel engines and drivetrains.

Untreated fuel would lead to clogged filters and injectors, hard starts, and sluggish performance. The cold also caused a host of transmission problems—enough to dedicate a whole wall of the company's inventory room to transmission parts.

At the peak of the Aksamits' problems several years ago, they had to tow 25–30 buses a year because of breakdowns and were replacing up to 10 transmissions a year. Having backup buses ready to go at a moment's notice became the norm and the couple was spending a fortune on repairs. They knew it wasn't sustainable, for their business or their reputation.

"It's horribly embarrassing when a bus comes in on a hook," Mike says. "It was apparent to us that we had to change something."

## THE SEA FOAM SOLUTION

The Aksamits had tried numerous fuel and oil additives, none of which helped to solve the problems they experienced with their fleet.

When their parts supplier suggested giving Sea Foam a try a couple of years ago, the Aksamits went all in. They ordered 220 gallons of Sea Foam Motor Treatment, which they mixed in their bulk tanks at a ratio of one gallon for every 150 gallons of fuel.

***"Within a day we noticed the difference,"  
Mike says. "Not one bus had a starting issue."***

The Motor Treatment worked quickly to dissolve and clean residue, ultimately leading to fewer fuel filter replacements and injector problems. The Aksamits started using Motor Treatment in crankcases between oil changes as well, cleaning key engine components for better performance and longevity. And in the fleet's transmissions, the Aksamits started using Sea Foam Trans Tune, helping to smooth rough shifting, control moisture, and improve transmission life.

Since the company started using Sea Foam, breakdowns requiring tow-ins dropped to just a couple a year, and only one transmission has needed replacement.

**An unexpected bonus:** *The fleet's overall mileage improved by nearly 2 miles per gallon—a huge cost savings for the company.*



MIKE AKSAMIT ADDS  
SEA FOAM MOTOR TREATMENT  
DIRECTLY TO HIS BULK FUEL TANKS.

## MOTOR TREATMENT

### Recommended Uses:

For fuel system treatment, add up to one 16-ounce can per 16 gallons of fuel; for fuel stabilization, add one ounce per gallon of fuel; for crankcase cleaning, add 1 ounce per quart of oil, 100 to 300 miles before an oil and filter change.

### Benefits:

In Gas and Diesel Fuel

- Cleans harmful fuel system residues
- Stabilizes fuel
- Adds lubricity and controls moisture

In Oil

- Dissolves harmful oil residues and deposits
- Cleans lifters, tensioners and actuators
- Cleans control rings and oil passageways



## TRANS TUNE

### Recommended Uses:

Add one 16-ounce can of Trans Tune to the transmission filler for most cars and trucks.

### Benefits:

- Dissolves and removes harmful varnish residue and moisture contamination to overcome rough operation and shifting problems
- Works in transmissions, power steering systems, and most hydraulic systems

# NOTHING CREEPS DEEPER



## PREMIUM PENETRATING OIL

DEEP CREEP is specially formulated to crawl along metal surfaces & parts & creep deep into threading & mechanisms. Works fast to break metal surface tension & quickly cuts through rust & corrosion.



## HARD-WORKING LUBRICANT

DEEP CREEP is a long-lasting lubricant that resists evaporation & extreme heat. Use to oil gears, gun parts, bushings, chains, hinges, rollers & slides.



## CLEANS & PROTECTS

Use DEEP CREEP to fog cylinder cavities for storage, or to clean & protect metals, tools & more! Made from powerful petroleum ingredients, yet uniquely gentle on polymers & resins.

# Seafoam<sup>®</sup> **DEEP CREEP<sup>®</sup>**

**EXCELLENT FOR SHOP  
& HOUSEHOLD USE**

- ✓ Powerful penetrant & lubricant
- ✓ Works fast to break metal surface tension
- ✓ Frees stubborn parts from rust & corrosion
- ✓ Use to oil bushings, chains, gears, hinges, rollers & slides
- ✓ Use to lube & protect metal parts, guns, & tools
- ✓ Resists evaporation & stays fluid under extreme heat/cold
- ✓ Gentle petroleum formula, non-corrosive, V.O.C. compliant



**PART NO. DC14**





# FOR ROAD BUGS & ORGANIC CRUD



## FOR ROAD BUGS & ORGANIC CRUD

Spray it on dried-on bugs, grime, food, or other sticky organic crud to loosen. Then just wipe with a wet cloth or wash away with water!



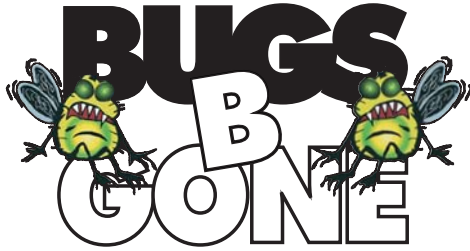
## FOR EVERYDAY STAINS & MORE!

Use as a spot cleaner or pre-soak for any organic stain. Great for vehicle & RV carpet, upholstery, boating, camping, & road trips!



## SAFE & EFFECTIVE.

Safe on all vehicle surfaces. Soaks in & breaks away sticky bond to make cleaning easy. Fast, effective, water-activated.



## MULTI-SURFACE VEHICLE CLEANER

- ✓ Works fast to remove stubborn road bugs & organic grime
- ✓ Safe on paint & clear coat, metal, glass, mirrors, gel coat, carpet, plastic, Lexan, vinyl & more
- ✓ Cleans dried-on bugs & organic crud, boat algae, brake dust, exhaust soot, road grime & more
- ✓ Great for cars, trucks, RVs, campers, boats, motorcycles & other vehicles
- ✓ Fast & effective
- ✓ Water-activated



PART NO. BBG1



PART NO. BBG4  
(1-GAL. CONCENTRATE)

NEW



# COMPLETE MARINE ENGINE TREATMENT



## CLEANER FUEL PASSAGEWAYS

A cleaner marine engine will start faster, run smoother, & last longer. Just pour it in!



## SMOOTHER RUNNING POWER

MARINE PRO adds high-temp lubricity to fuel, working to help upper engine parts resist long-term wear.



## PROTECT YOUR INVESTMENT

MARINE PRO is always working to keep fuel fresh & to protect fuel system parts & components from the harmful effects of ethanol & water.





## HOW MARINE PRO WORKS

- ✓ Add to fuel to clean fuel injectors & carburetor jets
- ✓ Clean & lubricate critical upper engine areas
- ✓ Reduce long-term engine wear
- ✓ Prevent corrosion caused by ethanol & water
- ✓ Stabilize tank fuel up to 2 years
- ✓ Safe for all 2- & 4-stroke gasoline marine engines, inboard & outboard



PART NO. MP20

NEW



# RUN CLEANER. LAST LONGER.



## SPECIALLY FORMULATED

SEA FOAM HIGH MILEAGE is specially formulated to help keep higher mileage gas cars & trucks on the road longer. Use regularly in your fuel tank & oil crankcase.



## REDUCE LONG-TERM ENGINE WEAR

HIGH MILEAGE is blended with a high-temp cleaning lubricant. It works through fuel passageways & upper engine areas to help resist long-term wear.



## SAFE & EASY TO USE

Just pour it in! Add SEA FOAM HIGH MILEAGE to EVERY tank of fuel for best results. Add to oil 100 to 300 miles before EVERY oil change.



# HIGH MILEAGE

## HOW HIGH MILEAGE WORKS

- ✓ Add to fuel to clean fuel injectors & carburetor jets
- ✓ Add to crankcase oil to help clean & prevent the common causes of oil burning
- ✓ Lubricate critical upper engine areas
- ✓ Reduce long-term engine wear
- ✓ Use regularly to prevent rough engine performance
- ✓ Safe for all gasoline fuels & all types of motor oil



PART NO. HM16



NEW



# SMALL PACKAGE. BIG PUNCH.



## CLEANER FUEL INJECTORS

Sea Foam Fuel Injector Cleaner is specially formulated to help clean fuel injectors and restore injector spray patterns for better engine performance.



## RECOVER LOST MPG

Cleaner fuel injectors produce better fuel efficiency. Use to maintain clean engine performance or recover lost fuel economy caused by dirty injector fouling.



## RESTORE LOST POWER

Cleaner fuel passageways lead to better performance and power. Use regularly to help overcome or prevent hard starts, rough idling, and hesitations.



## FUEL INJECTOR CLEANER

### HOW IT WORKS

- ✓ Add to fuel to help clean fuel injectors & restore injector spray patterns
- ✓ Adds lubricity to upper cylinders
- ✓ Helps recover lost MPG & reduce exhaust emissions
- ✓ Concentrated formula treats up to 25 gallons
- ✓ Easy-to-pour bottle - works for capless tanks!
- ✓ Safe for all types of gasoline fuel injection engines



PART NO. IC5

# DESIGNED WITH THE PROFESSIONAL TECHNICIAN IN MIND

Use Sea Foam's Fuel System Cleaning Kit on gas & diesel fuel injection systems.



## FOR GAS & DIESEL FUEL INJECTION SYSTEMS

Use Sea Foam's Fuel System Cleaning Kit on gas & diesel fuel injection systems to clean fuel injectors through the fuel rail.



## CLICK IT

Easy & quick connections using our exclusive Quick Connectors.



## UNIVERSAL ADAPTER SET

Our exclusive adapter system covers most foreign & domestic vehicles.





## HOW THE CLEANING KIT WORKS

- ✓ Use with Sea Foam Motor Treatment (SF16, SF128)
- ✓ Exclusive “S” tool cleans air induction systems while removing carbon from intake valves & combustion chamber areas (in gas engines only)
- ✓ Universal quick-connect adapters cover 80% of foreign & domestic vehicles
- ✓ Can be used for cleaning diesel fuel injectors

## FUEL SYSTEM CLEANING KIT INCLUDES

PART NO. SFISC – 1U

- 18 oz. canister with pressure gauge
- Exclusive “S” hook sprayer tool
- 18 adapters



# HELP IMPROVE VISIBILITY & SALES OF SEA FOAM PRODUCTS

Sea Foam represents a rich tradition of engine professionals, vehicle & outdoor enthusiasts, & DIY equipment owners. Leverage Sea Foam's history & brand recognition with a Center Display!

## SD36 CENTER DISPLAY

### DIMENSIONS

- ✕ 19.5" wide
- ✕ 55.5" high
- ✕ 19.5" deep



# OFFICIAL *Seafoam* APPAREL



**SHOP**

**SEAFOAMGEAR.COM**





# **HOW 2 RESOURCES**

All the Sea Foam info + product help you need in one place.



**SEA FOAM  
OFFICIAL CHANNEL**

Visit our official YouTube channel & find all kinds of helpful HOW 2 videos & application tips to learn the best uses of Sea Foam products.



**HOW 2  
INSTRUCTIONS**

Read our website's Knowledge Base & download helpful diagrams for the most popular uses of Sea Foam products.



**FAQs  
+ ASK JIM**

Find answers to any product or application question, post a question, or ask an expert technician for additional help.

# PROFESSIONAL PRODUCT TRAINING & SUPPORT

## A COMMITMENT TO PARTNERSHIP

Since the beginning, Sea Foam has been invested in the success of our channel customers through product training & demonstration. Our sales team travels North America servicing the product training needs of distributors, jobbers & their customers.

## EXPERT PRODUCT TRAINING & DEMONSTRATION

Our team is equipped to help you help your customers & sell more Sea Foam. Hands-on product training & demos give you the tools & support to succeed.

## HELPING IS WHAT WE DO

For more info about product training, demos, & sales support opportunities for your distribution location, call Sea Foam (952-938-4811) and our sales management team will be happy to tell you how it works.





**SEA FOAM® SALES COMPANY**

510 N Chestnut St  
Chaska, MN 55318  
ph (952) 938-4811  
fax (952) 938-5841

[www.SeaFoamSales.com](http://www.SeaFoamSales.com)

**STAY CONNECTED:**



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