

# THE DIFFERENCE

For more information, visit [cat.com/filtersandfluids](https://cat.com/filtersandfluids)

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# LET'S SETTLE THE DEBATE

Are all filters the same? 30 years back, we asked the same question before creating Cat Filters. Today, the answer's clear. From customer studies, to test results, to simply cutting one open, it's easy to see the difference with Cat Filters. Your Cat equipment gets more protection and better performance. That means less repair work, more uptime and more money for your operation. Numbers back it up – and behind the numbers – there's the design.

Cat Filters are designed with robust engineering to maximize the Cat components around it – especially the engine and the fluids. And whether the crucial spiral roving or the 30 percent stronger nonmetal center tube, Cat Filters consist of game-changing features to significantly outperform other filter brands. Combine a system-based design with superior features, and you get a different filter that delivers different results. Take a look for yourself, then ask your dealer for more on The Proof and The Design of Cat Filters.



Ask your dealer about the difference or visit [cat.com/filtersandfluids](http://cat.com/filtersandfluids) for the proof and the design.



# THE PROOF



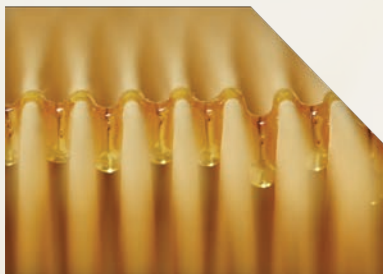
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# THE PROOF'S IN THE DESIGN

Decisions should be backed with facts. So, what's the proof Cat® filters are different – and deliver different results? Let's tackle that question in two ways: the proof of better design and the proof of better performance.



## PROOF OF DESIGN

**"Cut it open."**

– Joe Calvert, Operator, JAG Excavating Inc. –

We hear this one time and time again. If you want to see the difference, simply look at the side-by-side design. The filter media is superior. The spiral roving holds everything in place. The non-metal center tube eliminates harmful metal shavings. Plus, it's proven 30 percent stronger than competitive center tubes. Cat filters are tested beyond industry standards, and the results show.

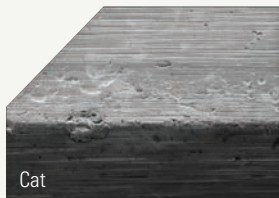
## PROOF OF PERFORMANCE

**"We've got extended run times on everything. Machines that are coming due by the book for a turbo replacement in 6,000 hours or whatever it may be, but we're getting 8,000 hours out of our sampling logs."**

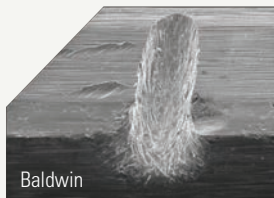
– Chris Johnson, Equipment Manager, Kaw Valley Companies –

A Picture Says a Thousand Words. Let's just use three:  
**Longer Injector Life.**

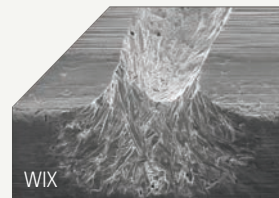
Magnified View of Injector Valve Seat Damage



Cat



Baldwin



WIX

\*Injector valve seat damage is directly related to early hour injector failure.

**"The big picture is no downtime. I know every day a machine doesn't break is a day closer to it breaking, and I know if I can avoid that day as long as possible then our profitability is that much better"**

– Jeff Gatton, Owner, Jag Excavating Inc. –

After a series of lab tests, you can expect major results by using Cat filters.

- 45% longer fuel injector life
- Up to 80% lower fuel system cost
- Optimum power and performance

Beyond the lab, a customer field test backed this up – reporting a 41 percent longer injector life. It's a lot more expensive to replace an injector than to use the right filter.

**Pro-tip:** Choose Cat filters. The savings stack up quickly.

### Chicago Refinery Company

**Profile:** Customer used Cat filters and fluids continuously on 990 wheel loader

**Benefit:** Extended second engine overhaul from 36,000 hours to 46,226 and gained a 40% savings by reusing components during rebuild

Talk to your dealer about how Cat filters can boost your operation.  
Or for more information, visit [cat.com/filtersandfluids](http://cat.com/filtersandfluids).



# THE DESIGN



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# CAT FILTERS: DESIGNED TO DO MORE.

All filters are not created equal. The key reason Cat Filters outperform competitors is their design. What's easiest to see are the clear design differences that competitors cannot match. Get to know the critical features that help get you the most protection and performance for your equipment.

**Whether that's efficiency, whether that's life, whether that's new fluids that are coming into play on fuel or lube applications. Our products are specifically designed to meet those applications. They're not just a will fit, they're not just try this, but they are something that is designed specifically for the product and application.**

— Wayne Weaver, Global Product Development Manager, Cat Filters —

## POLYURETHANE END CAPS

Keeps it all clean. Competitors glue on end caps – running the risk of bypass and additional contamination.

## NYLON REINFORCED CENTER TUBE

Also known as, not metal. Why's that matter? Competitors use metal, which has been shown to be weaker – and worse — often leads to metal shavings in the filter. That's failure before the mission begins.



## TOP GRADE MEDIA

It's your main line of defense. You want better media to stop contamination – and Cat Filters offer the best grade media.

## SPIRAL ROVING

Holds the entire filter in place – a substantial edge versus competitors. We're talking less contaminant particles by 45 percent.

## ACRYLIC BEADS

Keeps media spaced – the front-line stabilizer for media to hold in position.

Just as important, but harder to see, is the application-based nature of the filter design. Where competitive filters create filters to general specifications, Cat Filters are designed alongside Cat equipment specifications, to ensure the entire system thrives. From flow rates, to efficiencies, to fuel grades, a great deal of design elements can shift depending on the equipment and its application. Caterpillar component engineers work with filter experts to design and test your filters for top quality and consistency. We call it the Cat System. You can call it "taken care of."



**Talk to your dealer about Cat Filters, or visit [cat.com/filtersandfluids](http://cat.com/filtersandfluids) for more on The Difference or The Proof.**



# THE DECISION

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# THE RIGHT FILTERS – RIGHT THIS WAY.

Talk to your dealer about a solution to keep saving money with Cat Filters over time.

Whether you need advice, answers, or details to order – your expert dealer can help every step of the way.



## Hydraulic & Transmission Filters

Longer component life thanks to less contamination.



## Engine Oil Filters

Say hello to efficiency and goodbye to system failures.



## Air Filters

The right way to deal with dirt and contaminants.



## Fuel Filters

The small stuff does damage. Be sure to stop it.

### Concerned about cost?

You may be surprised how competitively priced Cat Filters are next to other brands. What's no competition is the long-term cost. Cat Filters protect your investment and its most critical components, whether turbos, injectors, cams or bearings. It comes down to a negligible price difference up front, for better protection and performance that could save you thousands in the long run.

FORGET THE HASSLE. INCLUDE CAT FILTERS AS PART OF A  
**CUSTOMER VALUE AGREEMENT (CVA).**



There's no solution growing quicker than getting filters and fluids as part of a Cat CVA. Ask your dealer about a flexible plan for hassle-free maintenance. Whether you prefer to handle service, choose to work with your dealer, or let them handle everything – customers across the world take advantage of CVAs. It's a stress-free solution for easy ownership, peace of mind, and ensuring your equipment makes the most for your operation.

Talk to your Cat Dealer about Cat Filters for your equipment — or visit [cat.com/filtersandfluids](http://cat.com/filtersandfluids) for more on The Difference, The Proof or The Design.

