



Balcrank

Automotive | Commercial | Industrial

Distributor Handbook



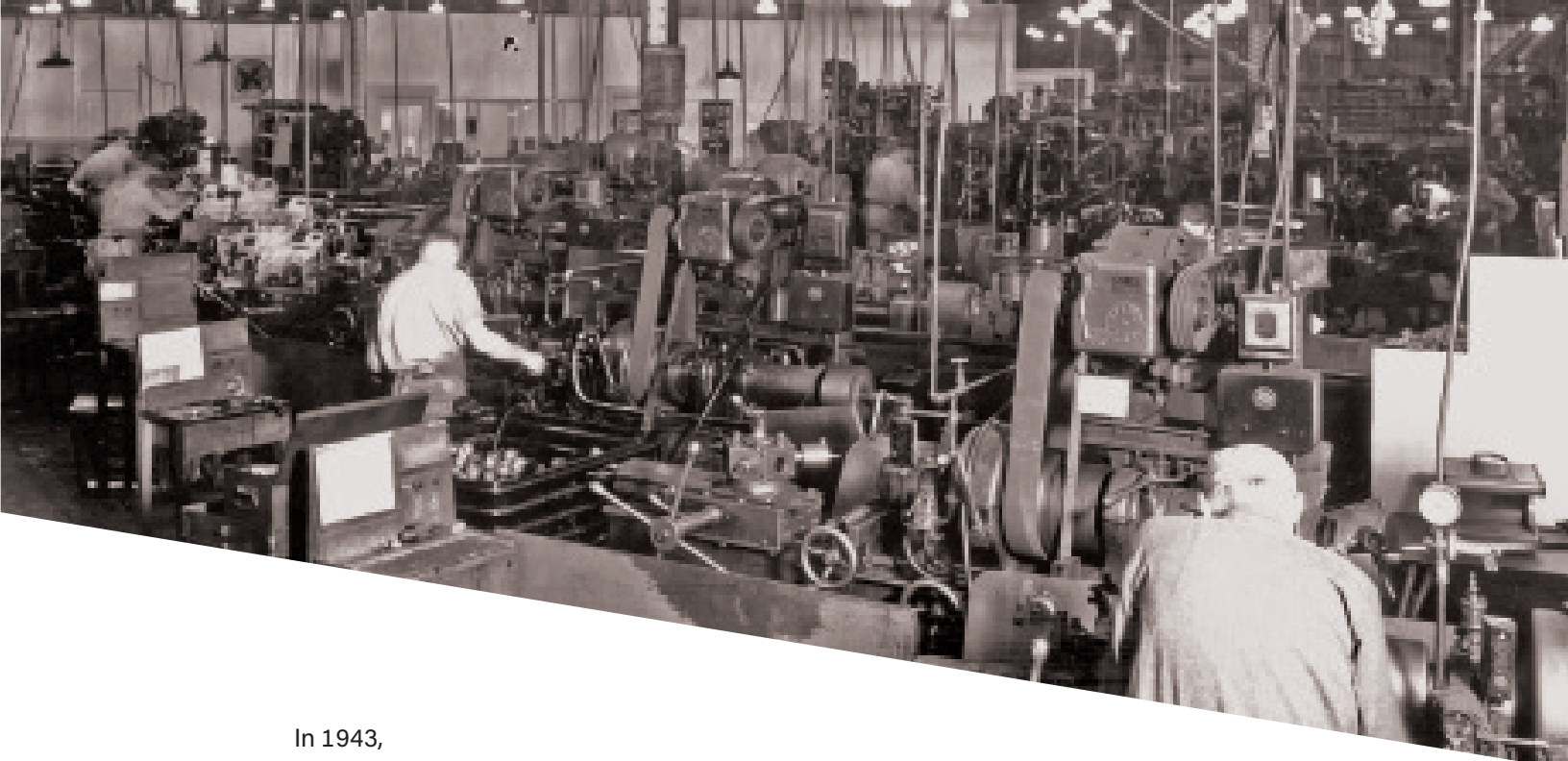
Balcrank History

Balcrank began in 1906 in the heart of Cincinnati, Ohio's "Machine Tool Colony" as the Cincinnati Ball Crank Company. The first products produced by Balcrank were handwheels and cranks used by the machine tool industry. That same year Balcrank became the first mass producer of starting cranks for automobiles. In 1908, Balcrank entered the automotive industry with the manufacturing of steering drag links. The steering drag links were an immediate hit. Almost every car manufacturer adopted these drag links and for the first time, steering a car became an easy task.

To follow its drag links were ball-sockets for spark and throttle control. Next was the famous Balcrank "bumpers." From that time on, Balcrank's place in the automotive picture was set.

Always looking forward, in 1922 Balcrank entered the lubrication field. The company secured both the patents and services of Clyde Butler, one of the nation's leading lubrication engineers. His inventions made Balcrank a pioneer in the automotive lubrication industry. His inventions, which the world has adopted and still use today, remain his legacy.

The Cincinnati Ball Crank Company got its name from the production of ball-sockets and hand cranks. The company was commonly referred to as Ball Crank. In 1933, the Board of Directors voted to change the name Ball Crank to Balcrank, Inc.



In 1943, Balcrank received the three-star Army-Navy "E" Award, also known as the Army-Navy Production Award. This award was presented to facilities doing outstanding war production and construction work. The awarded facilities were particularly outstanding in the production of materials for the War and Navy Departments. Excellence in quality and quantity of production was two of the determining factors in granting awards.

After the war, Balcrank returned to its roots, manufacturing aftermarket lubrication equipment. Over the next 50 years, Balcrank introduced an average of three new products a year including the Pride series pumps, fluid inventory control systems, used fluid evacuation systems, and Diesel Exhaust Fluid (DEF) dispensing systems.

On July 9, 2009, Balcrank Corporation was acquired by Linter North America, a subsidiary of Linter Investments Corporation.

Balcrank is one of the oldest manufacturers of automotive products. Many of the methods and devices used in lubrication service today stem from the primary patents of Balcrank and its engineers. Balcrank continues its rich history and is still at the heart of the American automotive industry. Since its beginning, we have been providing our customers with the best products for the ever-changing automotive and industrial markets that exist today.

Balcrank's Achievements 1906-2023

Balcrank entered the lubrication equipment field in 1922 and since then has developed many "firsts" in the industry, thus attaining a recognized position of leadership in design and engineering progress. All Balcrank equipment is built to meet the highest standards of quality control and performance requirements.

- | | |
|--|---|
| 1906 The Cincinnati Ball Crank Company is formed | 1960 Developed and introduced world's first high pressure coolant system |
| 1906 First in the mass production of machine handles and cranks for the machine tool and automotive industries | 1968 Introduced the original Director inventory control system |
| 1908 First in mass production of the ball-socket type of tie-rod and drag link steering connection | 1987 Introduced the Director Jr. simplified inventory control system |
| 1922 Enters into the lubrication equipment field and invents and produces the first electric grease gun | 1994 Introduced the Dataflo electronic digital control handle |
| 1923 First patents on hydraulic coupler and fittings now universally used today | 1996 Introduced the Roughneck self-evacuating drain |
| 1924 Developed first air operated high-pressure/volume grease gun | 1999 Patents on Roughneck design |
| 1926 Developed first air powered lubrication pump | 1999 Introduced Panther® HP 3:1 and 5:1 air operated pumps |
| 1930 Developed first enclosed hose reels | 2002 Introduced Panther® HP 50:1 grease pumps |
| 1933 Company changes name to Balcrank, Inc. | 2003 Introduced Tiger® HP 5:1 pump |
| 1935 First pump with Deluxe Container covers for weathered environments | 2005 Introduced custom color program for hose reels |
| 1948 Engineered and released new Jet Power air operated pump | 2005 Introduced Lion™ HP 5:1, 10:1, and 50:1 pumps |
| 1958 Introduced larger capacity hose reels in "deluxe" cabinet | 2005 Introduced grease inductor pump systems for Lion™ HP and Panther® HP grease pump |
| | 2005 Introduced air operated oil evacuation system |
| | 2006 Introduced Pump Sentinel, a pump shutoff control system |



- 2007 Introduced fusion wireless fluid inventory control systems
- 2008 Introduced new generation of truck drain
- 2008 Introduced a full range of Diesel Exhaust Fluid (DEF) dispensing systems
- 2009 Balcrank Corporation was acquired by Linter North America, a subsidiary of Linter Investments Corporation
- 2009 Introduced 3:1 LYNX® lube pump
- 2009 Introduced ILM (In-Line metered) series Control Handles in both analog and electronic display
- 2010 Introduces 1:1, 2:1 and 5:1 LYNX® pumps
- 2011 Introduced Signature Evolution Series hose reel
- 2011 Introduced NEW Redesigned Signature Series Premium hose reel
- 2011 Introduced LYNX® 55:1 LYNX® portable package
- 2012 Introduced EV and EVX hose reels
- 2012 Introduced Synergy fluid inventory management systems
- 2013 Introduced CenterFlo air operated diaphragm pumps
- 2013 Introduced Digital Register (DR) meter
- 2014 Introduced Mechanical Register (MR) meter
- 2014 Introduced High Flow (HF) handle
- 2015 Balcrank builds and relocates to a new factory & office headquarters
- 2015 Introduced electric diaphragm pump for DEF
- 2015 Introduced Preset Mechanical Handle
- 2016 Introduced the Lion™ 450/600 pumps for the heavy duty market
- 2017 Introduced new high performance CF50 AODD pump
- 2017 Introduced new tote dispense packages
- 2019 Introduced Lion™ 800 200:1 grease pump
- 2020 Introduced new Lion™ 350 pump and grease packages
- 2020 Introduced MO Meter
- 2022 Introduced NEW Electronic Preset (EP) Meter
- 2023 Introduced NEX•U and NEX•U Pro Fluid Inventory Control System



Customer Service Team

Michelle Blevins
Customer Service
Manager

Randy Watts
Technical Service
Specialist

Daniel Wilson
Technical Service
Specialist

Tammy Ecklund
Customer Service
Representative

Sharon Banner
Customer Service
Representative

Rita Kirby
Customer Service
Representative

If you have a technical inquiry or want to place an order with Balcrank, please phone between the hours of 8:00 a.m. and 5:00 p.m. EST. You may also fax or e-mail orders 24 hours a day and a Balcrank customer service representative will return a confirmation within 24 hours.

Customer service representatives can provide the following information:

- Product information; features and benefits
- Availability of product, stock status, pricing inquiries
- Part and model numbers
- Delivery dates and/or changes
- Promotional Information
- Order entry
- Return Merchandise Authorization (RMA)
- Shipping Information & Status

Balcrank technical service representatives can provide the following information:

- Product trouble shooting
- Product information; features and benefits
- Product application assistance
- Product repair advice
- Recommendations for substitute product
- Part and model numbers
- Warranty assistance

Inquiries and orders by phone, fax or e-mail:

Phone: 800-747-5300

Fax: 800-763-0840

Internet: www.balcrank.com

Placing an order:

e-mail: orders@balcrank.com

online: www.shopbalcrank.com

Requesting information: info@balcrank.com

Balcrank encourages customers who have access to the internet to register for Shop Balcrank. Place orders 24 hours a day, manage quotes, and wishlists.

Customer Service will enter your order and e-mail confirmation back to you within 24 hours.



Distributor Programs Details

DISTRIBUTOR RELATIONSHIP

The appointment of the distributor shall not constitute the distributor as an agent of Balcrank. The distributor shall not have any right to bind Balcrank, transact any business in Balcrank's name or on its behalf in any manner or form, or make promises or representations on behalf of Balcrank. The distributor shall represent itself solely as an independent contractor who has been appointed an authorized Balcrank distributor.

PERFORMANCE

Balcrank will sell its products to appointed Distributors. These Distributors will purchase Balcrank products as defined herein from Balcrank, exercise its best efforts to market, and sell the products.

TRADEMARKS

All trademarks now or hereafter registered by Balcrank are its property and neither the use of these trademarks nor the use of the Balcrank name as part of the distributor's name is allowed without prior written approval from Balcrank. The distributor will not remove or alter any trade names, trademarks, or patent numbers or other identifying words, symbols, or legends affixed to any of the products, nor will it contest Balcrank's title or right to use any such marks, names, or symbols.

ELIGIBLE PRODUCTS

Balcrank Distributors are authorized to purchase; all equipment, components, supplies, and repair parts listed within the Balcrank Products Catalog. Balcrank may, at its sole discretion, discontinue or modify any of the products or parts thereof without liability or obligation to the distributor or its customers.

TERMS OF SALE

See specific **Distributor's Earned Program Classification** sheet.

PRICING / DISCOUNT LEVELS

The specific discount level awarded to the Distributor shall be defined by the "Distributor's Earned Program Classification." *See specific program addendum.*

CREDIT LIMIT

Balcrank will establish a credit limit for distributor based on a comprehensive credit review. Balcrank reserves the right to change this limit at any time, at its discretion.

PAST DUE INVOICES

Past due invoices will incur a finance charge for carrying balances beyond the invoiced terms or the maximum rate allowable by law, whichever is less. The finance charge for customer accounts is computed by a periodic rate of 1.5% per month which is an annual percentage rate of 18% to be applied to all past due balances. Invoices, that are past due more than 30 days, may result in the withholding of additional shipments to the distributor.

FREIGHT

All shipments to distributor are F.O.B. Balcrank factory and Balcrank chooses carrier/routing. Distributor may choose another carrier, but will need to pay the difference in cost from what Balcrank would pay using its authorized carrier. Customers who require expedited freight, such as overnight or second day will be responsible for expedited freight expenses. Balcrank prepays freight for customers with approved credit, according to the following details:

- Shipments exceeding \$2,900 net billing within the Continental U.S.
- Shipments exceeding \$2,900 net billing **outside** Continental US, Balcrank ships to freight forwarder, customer is responsible for fees to the final destination.
Shipments exceeding \$3,500 net billing to Alaska door-to-door.
- Shipments for all tanks/tank packages are F.O.B. Balcrank, call for specific freight costs.
- Shipments for assembled cart based outfits are F.O.B. Balcrank, call for specific freight costs.

Freight costs are based on the lowest rate in effect at time of shipment, except where noted. Balcrank pays normal freight costs, any additional costs incurred (i.e. special routing fees; customs and broker fees, lift gates, residential delivery, construction site delivery, services, etc.) are the sole responsibilities of the distributor.

*** International orders:** Balcrank ships to the freight forwarder, customer is responsible for fees to final destination.

SAME DAY PRIORITY SHIPMENTS

- Online orders will not ship same day
- Truck (LTL) Shipments will not ship same day. Truck orders will ship next day providing the required product is in stock
- Same day shipments (non-truck) must be placed before 12:00 pm EST to ship same day providing the required product is in stock. All same day shipments must be shipped priority (UPS Red or Blue, FedEx Priority) with priority shipping rates paid by the customer.
- Order modifications can delay shipment of any order until the following business day

DROP SHIPMENTS

At the request of the distributor, Balcrank will drop ship orders within the contiguous U.S. that meet or exceed prepaid freight requirements with no penalty.

ORDER CANCELLATION

Stock Product - Orders that are canceled prior to shipment will not be subject to a cancellation charge. Once in transit, the distributor assumes liability for outbound freight charges, as well as prepaid return freight charges.

SPECIAL ORDER/CUSTOM PRODUCTS

Special orders may be canceled without charge within 48 hours of placement. After such time, the distributor is responsible for any and all charges incurred by Balcrank in relation to the specific order.

Distributor Programs Details

PRODUCT RETURNS

New Distributor One-time Inventory Adjustment

This one-time initial inventory adjustment must be made in a single shipment in a period between 12 - 15 months, following new distributor assignment.

Note: Distributor must place an offsetting order of equal value. Product and packaging of returned product must be in saleable condition or a fifteen percent (15%) handling and/or repackaging fee will apply. All freight charges are paid by distributor.

Annual Inventory Adjustments

- Balcrank will accept returns of current products purchased and issue a credit at the invoiced or lower price paid by the distributor over the past two years.
 - The amount of the annual inventory adjustment cannot exceed five percent (5%) of the distributor's net purchases from Balcrank in the previous year or \$25,000 maximum.
 - If five percent (5%) or \$25,000 yearly of the distributor's net purchases limit is exceeded, Balcrank will deduct a fifteen percent (15%) restocking charge.
 - Distributor must place an offsetting order for new products of equal or greater value of the returned products.
 - Product and packaging of returns must be in saleable condition or a fifteen percent (15%) handling and/or repackaging fee will apply. Distributor pays all freight charges.

Returning Product Ordered in Error

At Balcrank's discretion, a distributor may return an individual item to Balcrank if the product is, unused, undamaged, and in original packaging.

- Product and packaging of returned product must be in saleable condition and distributor pays all freight charges.

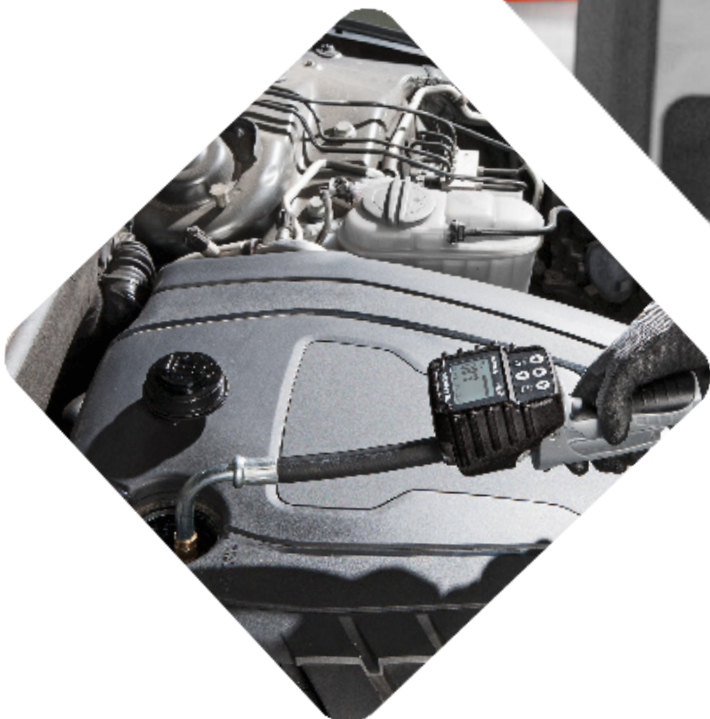
Conditions for Returned Products:

Balcrank Customer service will issue a Return Merchandise Authorization (RMA) number upon receipt of the distributor's RMA request. Authorizations are valid for a period of thirty days from issuance.

- The minimum value eligible for the total return is \$50; the minimum value for each line item is \$10 unless multiples of the same line item exceeds \$10.
- Balcrank will accept returns of current products purchased and issue a credit at invoiced or lower price paid by the distributor over the past two years.
- Credit will be issued within 30 days.
- Product and packaging of returned product must be in saleable condition. If packaging has been opened, worn, or damaged an additional repackaging fee of fifteen percent (15%) will be charged. Distributor pays all freight charges.
- RMA number must be clearly marked on all packages and the packing slip for Balcrank shipping and receiving review.

Products Not Eligible for Return:

- Product not of current series, discontinued or older than fifteen (15) months.
- Dirty, corroded, rusty, scratched, used or defaced (packaging or product) or otherwise not resalable items.
- Specials or custom products.
- Opened or used electronic components and circuit board assemblies.
- Components or equipment that has been removed or disassembled from a Balcrank package.
- No broken master packs will be accepted, nor items that are components of equipment sold.



Warranty Programs

STANDARD WARRANTY

Balcrank warrants the equipment manufactured by Balcrank and bearing its name to be free from defects in materials and workmanship for a period of (1) year following the date of purchase by the distributor. This warranty applies only to equipment installed by an authorized distributor and operated and/or maintained in accordance with Balcrank's written recommendations. At Balcrank's discretion and with a distributor's original purchase order and proof of installation date, an on-shelf allowance of no more than six months may be added.

SERVICE PARTS CARRY A 90-DAY WARRANTY

Items sold, but not manufactured by Balcrank (including materials, equipment, or components such as hoses, FRLs, electric motors, etc.) are subject to the warranty, if any, of the original manufacturer. Balcrank will provide purchaser with reasonable assistance in making any claim for breach of these warranties. However, if the original manufacturer denies such warranty claims, Balcrank has no additional liability.

All equipment determined by Balcrank to have defective materials or workmanship within the warranty period will be repaired or replaced at Balcrank's discretion. This warranty specifically excludes soft parts and normal wear parts.

Balcrank standard warranty covers defects in materials and workmanship only. This warranty does not cover, nor shall Balcrank be liable for repair or replacement of parts or equipment resulting from:

- Failure of normal wear parts including but not limited to: O-rings, packings, seals and valves
- Wear and tear through normal use
- Damage or failure caused by not following proper installation procedures found in Balcrank Service Bulletins and/or installation by non-authorized Balcrank Service Center
- Abuse, misapplication, abrasion, corrosion, insufficient or improper maintenance, negligence, accident, alteration
- Damage caused by thermal expansion when adequate pressure relief was not included in the system
- Fluid incompatibility
- Substitution of non-Balcrank component parts
- Dirt, water, or debris in air and/or fluid lines; this includes, but is not limited to clogged inlet filters, strainers, regulators, meters, control handles, tips and valves
- Hose reel spring tension adjustment.

This warranty is conditioned upon the prepaid return of the defective equipment to an authorized Balcrank distributor or Balcrank directly for verification of the claimed defect. If the claim is valid, Balcrank will repair or replace, free of charge, any defective parts. The equipment will be returned to the original purchaser, transportation prepaid. If the claim is not valid, Balcrank will contact the distributor via e-mail to determine disposition - either the product will be sent back to the customer per customer's expense, or the customer must provide written authorization to Balcrank allowing Balcrank to dispose of the customer's equipment.

UNLESS OTHERWISE AGREED TO IN WRITING, THERE ARE NO OTHER WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. IN NO EVENT SHALL BALCRANK BE LIABLE FOR ANY INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR OTHER DAMAGES OF A SIMILAR NATURE, INCLUDING BUT NOT LIMITED TO, LOST PROFITS, LOST PRODUCTION, PROPERTY DAMAGE, WHETHER SUFFERED BY BUYER OR ANY THIRD PARTY, IRRESPECTIVE OF WHETHER CLAIMS OR ACTIONS FOR SUCH DAMAGES ARE BASED UPON CONTRACTS, WARRANTY, NEGLIGENCE, STRICT LIABILITY, OR OTHERWISE.

Balcrank warrants the equipment manufactured by Balcrank and bearing its name to be free from defects in materials and workmanship for a period of (1) year following the date of purchase by the distributor.

***Outfits/Packages** - Warranted by the individual components (e.g. hoses within packages are covered by standard warranty while pumps are covered by extended warranty)

****EXCLUDES** all DEF packages & components, these carry a 1-year standard warranty.

If service must be performed on-site, Authorized Balcrank Service Centers may claim required repair/replacement labor within the limits of the Balcrank Flat Rate Chart (see page 15) plus a one-time per incident travel allowance of \$1.25 per mile, not to exceed \$105.00 (US) for performing on-site warranty service.

Warranty Programs

WHAT TO DO IF A PRODUCT FAILS WITHIN THE WARRANTY PERIOD

1. Evaluate possible cause of failure. Don't assume warranty until Balcrank Corporation evaluates the product. Balcrank Corporation makes the final warranty determination.
 2. Ensure you have the proper tools and probable parts needed for repair. In some cases, advance prior approval may be necessary. See item 6 under warranty claim procedure.
 3. Repair if possible, as long as the total cost to repair is less than 60% of the cost of a replacement product. (Based on Balcrank flat-rate chart, labor allowed and mileage if applicable. See page 15 of the Distributor Handbook)
 4. If you need to order parts for repair, order through the normal channels; Balcrank Customer Service.
 5. Upon completion, file a claim for final warranty determination.
- Advise the end-user that Balcrank Corporation determines warranty.
 - If warranty is not approved, cost of repair will be the end-users responsibility.

WARRANTY CLAIM PROCEDURE

To ensure prompt credit, please follow these instructions:

Balcrank uses paperless warranty claim processing system at www.balcrankservice.com

1. Enter your User ID and Password. If you don't have one, please call Balcrank Technical Service at 800-747-5300
2. Claims must be submitted within 30 days of service date - NO exceptions
3. Warranty costs will be reimbursed in accordance with the current Balcrank Flat Rate Chart, page 15 of the Distributor Handbook
4. Upon approval, replacement equipment and/or parts will be shipped free of charge and credit will be issued according to the Balcrank warranty code and policy.
5. Advance approval must be obtained from Balcrank Technical Service if:
 - a. Labor expenses exceed the maximum allowable time on the Balcrank Flat Rate Chart
 - b. Claim form is incomplete and/or information unavailable
 - c. Costs for non-allowable charges
 - d. Repair cost exceed 60% of the original net purchase price of the product being claimed
6. Balcrank warranty applies only to equipment installed and operated according to applicable Balcrank Service Bulletins and Installation Instructions.
7. Retain all parts replaced on warranty claims for 45 days. If necessary, for analysis, we will request the return of the defective parts by e-mail. If you are not contacted within 45 days after submitting the claim, the parts may be discarded. When parts are requested to be returned to Balcrank, you will receive an e-mail from technical service "requesting the parts be returned for review." DO NOT return any parts to Balcrank unless requested. Any equipment returned to Balcrank must have the Warranty Service Claim number (WSC#-provided at time of claim submittal) clearly marked on the outside of the shipping label and must be returned at distributor's cost.



Flat Rate Chart

LYNX SERIES 1:1, 3:1, 5:1, 5:1 HD, 55:1

Removal from Service	0.5 hr.
Air Motor Service	0.5 hr.
Fluid Section Service	0.5 hr.
Install in Service	0.5 hr.



PANTHER/TIGER/LION SERIES 3:1, 5:1, 6:1, 10:1, 50:1

Removal from Service	0.5 hr.
Air Motor Service	0.5 hr.
Fluid Section Service	0.5 hr.
Install in Service	0.5 hr.



LION 450/600 SERIES 3:1, 6:1, 10:1, 12:1, 25:1, 40:1, 70:1, 80:1

Removal from Service	0.5 hr.
Air Motor Service	0.5 hr.
Fluid Section Service	0.5 hr.
Install in Service	0.5 hr.



DIAPHRAGM SERIES		
Removal from Service	0.5 hr.	
Air Motor Service	0.5 hr.	
Fluid Section Service	0.5 hr.	
Install in Service	0.5 hr.	

METERS & CONTROL HANDLES		
Meter Replacement	0.5 hr.	
Module Replacement	0.5 hr.	

FLUID INVENTORY CONTROL SYSTEMS		
Director Jr. Replacement	0.5 hr.	
Impulse Meter Replacement	1.0 hr.	
NEX•U Components (U•Dat, U•Valve, etc.)	0.5-1.0 hr	
Solenoid Replacement	0.5 hr.	
Synergy Module**	0.5-1.0 hr	

*Assuming single replacement at single site

**Repair and or replacement time is based on installation complexity



Automotive | Commercial | Industrial

Flat Rate Chart

SIGNATURE SERIES CLASSIC HOSE REELS

Replacement of Hose Reel	1.0 hr.
Stop Pawl Replacement	0.5 hr.
Swivel Replacement (low & med. pressure)*	0.5 hr.
Swivel Replacement (high pressure)	1.0 hr.
Hose Replacement*	1.0 hr.



SIGNATURE SERIES EVOLUTION HOSE REELS

Replacement of Hose Reel	1.0 hr.
Stop Pawl Replacement*	0.5 hr.
Swivel Replacement*	0.5 hr.
Hose Replacement*	1.0 hr.



*Assuming single replacement at single site

**Repair and or replacement time is based on installation complexity

SIGNATURE SERIES PREMIUM HOSE REELS		
Replacement of Hose Reel	1.0 hr.	
Stop Pawl Replacement*	0.5 hr.	
Swivel Replacement*	0.5 hr.	
Hose Replacement*	1.0 hr.	

SIGNATURE SERIES EV & EVX HOSE REELS		
Replacement of Hose Reel	1.0 hr.	
Stop Pawl Replacement*	0.5 hr.	
Swivel Replacement*	0.5 hr.	
Hose Replacement*	1.0 hr.	

USED OIL		
Roughneck Seal Replacement	0.5 hr.	
Repair or Replacement of Drain	0.5 hr.	

*Assuming single replacement at single site

**Repair and or replacement time is based on installation complexity



Automotive | Commercial | Industrial

**Balcrank Corporation**

90 Monticello road
Weaverville, NC 28787, USA
Tel.: (800) 747-5300 or (828) 645-4261
Fax: (800) 763-0840 or (828) 658-0840
info@balcrank.com
www.balcrank.com
www.shopbalcrank.com

Customer Support

Tel.: (800) 747-5300 or (828) 645-4261
(Monday to Friday, 8:00 AM - 5:00 PM ET)

- Order entry
- Product availability and information
- Pricing
- Shipping dates and delivery information
- Return Merchandise Authorization

Technical Support

Tel.: (800) 747-5300 or (828) 645-4261
(Monday to Friday, 8:00 AM - 5:00 PM ET)

- Repair advice
- Product application recommendations
- Warranty claims and returns
- Service bulletins

Place an Order

Tel.: (800) 747-5300 or (828) 645-4261

Fax: (800) 763-0840 or (828) 658-0840

- Fax orders day or night
- Order confirmed next business day by fax or e-mail

E-mail: orders@balcrank.com

Online: www.shopbalcrank.com

- Place orders on-line 24/7
- Four convenient ways to shop
- Search by product name or number
- Browse the site and add to cart
- Copy past orders to create a duplicate order
- Rapid order entry
- Pricing is live and specific to your account
- Build, print, save, and manage quotes for access at a later date
- Track shipped orders
- Easy management of personnel access and assigned permissions

Distributor