

# Case Study

## Auto-Lube Services Inc. relies on Sens-O-Lock of America to protect their brand.

When Auto-Lube Services Inc., a full service automated large equipment lubrication company servicing the construction, mining and industrial markets in the southeast, discovered repetitive incidents of alcohol usage by traveling field personnel, they turned to Sens-O-Lock of America (SOLA) for a solution. Concerned by the potential risk and brand liability associated with alcohol impaired driving, management decided to install ignition interlocks in company vehicles to protect their drivers and the company. Many Auto-Lube technicians travel for multiple days out of hotels. This raised concern over the risk of operating company vehicles under the influence of alcohol. In addition, nightly alcohol usage contributed to job performance and safety issues. SOLA was there to help them address this problem.

Adrian Britt, President of Auto-Lube Services and his team decided to be proactive and install SOLA's Interlock Ignition devices in their trucks. They sought out SOLA for their incomparable customer service. When asked why he chose SOLA, Britt replied "Ultimately, we wanted to deal face to face during the sales and discovery stages. We wanted someone to shepherd us through the technical questions we had. SOLA did that for us."



A working partnership: Sens-O-Lock of America CEO Craig Lotz (pictured right) meets with Auto-Lube President Adrian Britt.



A quality product: An Auto-Lube employee demonstrates the easy-to-use interlock device.

SOLA stands out among companies that provide similar services because of their hands on approach. Customer questions and concerns are handled quickly and effectively.

SOLA also prides itself on top quality products. After their devices were installed in Auto-Lube trucks, the transition was simple: "Our trucks operated seamlessly with it. All the guys adjusted pretty quickly," said Britt in an interview about his experience with SOLA.

Here is an excerpt from the interview:

**What role do you feel SOLA has played in protecting your brand asset?**

*I believe this has been very important. Together with implementing firm drug and alcohol programs, this has helped us raise the bar on our own safety, quality, and employee expectations. It sends a positive message to both our customers and vendors. We freely tell our insurance and financial support vendors about it. Even our employees and their families see it as an overall positive. We have had compliments from customers on our positions and forward minded vision. All of these benefits have come from the Sens-O-Lock of America implementation.*