

# Customer Testimonial

## Lubricants in action

### CUSTOMER



Plaza 2000 is an independent distributor and retailer of auto parts and accessories in Laval.



- Aris Kontaxis,  
President Plaza 2000



*“Through our collaboration with Crevier, we found a solution for today’s installers”*

— Aris Kontaxis, President Plaza 2000

Since 1987, Plaza 2000 is the trusted reference for personalized service through its experienced staff. Formed by Aristide Kontaxis, the company has quickly integrated among the most competitive in the market for distribution of auto parts. For over two years, Mr. Kontaxis and his team have confidence in Crevier Group for the supply of engine oil.

#### LISTENING TO ITS CUSTOMERS NEEDS

Today, the competition in the oil changes industry is very fierce. OE dealers began to introduce different viscosities of oils in newer vehicles which made the supply and handling more difficult for customers.

To meet the demands of its customers, Aris Kontaxis and Crevier Lubricants have worked closely to develop a program to improve the facilities and handling of motor oils. The challenges Plaza 2000 encountered were the following:

- ✓ Wide variety of engine oil grades;
- ✓ Large variety of products to keep in inventory;

- ✓ Restricted work surface;
- ✓ Budget constraints.

#### CREVIER’S SOLUTION

To address these challenges, Crevier has proposed work benches. This equipment helps reduce costs by allowing customers to buy different grades of motor oil in bulk. Unlike traditional set containing one type of product in bulk, these can be used to store 2 or 3 different lubrication products which can significantly reduce the costs related to the operation and handling.

#### PROGRAM FOR INSTALLERS

In addition to the new equipment, Crevier has proposed a unique program for the customers’ of Plaza 2000. This program allows installers to grow their business through activities that help directly support the sales development. This program rewards the client for loyalty to Delo® & Havoline® brands and their commitment to quality with:

- ✓ Added value products;
- ✓ Free Welcome Kit;

***“Now customers can buy two of the most popular mineral oils and synthetic oil for the same equipment. Example: 1x barrel 5W20, 1x barrel 5W30 and 1x barrel SYN 5W30... with three established 45 gallon drums, 3 hand pumps and 4 plastic pitchers of 4.5 liter containers to help transfer the product”***

– Aris Kontaxis, President Plaza 2000

- ✓ End User Promotions;
- ✓ Merchandising Materials and Business Support;
- ✓ Installed Advertising Allowance Program.

You get the benefits of the program as soon as you commit to buy a certain quantity of products.

***“With great support & excellent service, I signed a number of clients on the Chevron installer program and hope to continue to make progress in the near futur.”***

- Aris Kontaxis, President Plaza 2000

## **CONTACT US**

To learn more about how Crevier products & programs can help increase your business profitability through increased efficiency, or to receive a visit from one of our representatives, please contact us at:

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Successful collaboration between Aristos Karafotis, Crevier Lubricants Sales Representative, and his client Aris Kontaxis, President Plaza 2000.