



**“If you do things for the right reasons, they tend to work out. It’s part of our culture and how we operate.”**

**Marcus Neiman**  
V.P. of Strategic Development  
Neiman Enterprises

## **In their ongoing quest for responsible solutions, Neiman Enterprises chooses Delo® 400 XLE SAE 10W-30**

As part of the fourth generation behind Neiman Enterprises, Marcus Neiman grew up in a business committed to sustainable forestry and quality products. It is a pledge that’s transcended generations and continues to shape the communities the company calls home in towns like Hulett, WY, Montrose, CO and, most recently, Gilchrist, Oregon. For Neiman Enterprises, sustainability isn’t just about weathering economic ups and downs successfully, but also concerns their responsible stewardship over the forests they manage. This means that their forestry practices don’t stop with the removal of trees—they also plant and nurture new trees as part of their reforestation efforts, ensuring the preservation and continued health of the soil, air, water systems and wildlife in their forests for future generations. Needless to say, their fleet is a hard-working one, and keeping their equipment operating reliably through all conditions is necessary to their business success. Switching to Delo products was an easy choice for improving fuel efficiency and the longevity of their equipment.



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**Neiman Enterprises**  
Headquarters in  
Spearfish, SD  
Five locations in CO, OR, SD, WY  
Established 1936

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**INDUSTRY**  
Timber

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**SPECIALTY**  
Pine boards, paneling,  
shavings, shop

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**HEAVY DUTY ENGINE OIL**  
Delo 400 XLE SAE 10W-30

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**Q: Can you tell us a bit about the heritage behind Neiman Enterprises?**

It all began when my great-grandfather got into sawmilling in 1936 and moved to the Black Hills from a farming community. Ever since, the importance of family roots in the community has been a core value for our company, no matter the size we grow to or the number of sites we have. We are proud to be the largest employer in the Black Hills in our industry. And while we're not exactly a small business anymore, we are just as passionate about maintaining our company's heritage and values.

**Q: What are some of the challenges of growing what was a small business into where Neiman Enterprises is today?**

Managing contracts for multiple locations across the country has its own set of challenges, which is why we appreciate that Chevron made it easy to organize our company's needs under a bulk contract. Hiring in a small town is different from a city that might not face the same challenges—or opportunities. We look at the communities where we operate as part of the environment that we are accountable to. When you're the backbone of a small town of 400 people where a quarter of the population works at one facility, there's a responsibility to keep folks working so that they can take care of their families and community. I'm part of the fourth generation, and some of our employees are multi-generational team members as well. It's also why we take our commitment to the Sustainable Forestry Initiative so seriously.



**Q: Can you tell us a bit more about the Sustainable Forestry Initiative and why it's part of your priorities?**

The Sustainable Forestry Initiative is an independent audit organization that is our check and balance in maintaining sustainable forestry practices. We see ourselves as stewards of the forest, responsible for the removal of old growth and the planting of new trees, so we can preserve these important natural resources for future generations. A forest that isn't managed with sustainable practices for removal of trees (unlike those within the purview of the certification) can cause vegetation to overgrow over time, creating a risk for potentially catastrophic forest fires. We recently participated in a campaign with a coalition called "We the Forest" which specifically is about giving the otherwise humble heroes of the forestry industry a voice to celebrate what the profession means to them, their families, and their communities. We're proud to be part of it.



**“We need to think about sustainability as a driving force that has long-term effects. It will influence the next generations to come—not just our children but also our children’s children.”**





“We even use less oil because we’re using it cleaner and more safely, with better containment and dispersion of oils in our storage building, which aligns with our sustainability values.”

**Q:** What makes you unique from others in the timber industry?

Our investment in being stewards of the forest is something that we take very seriously. I think it shows that we’re here to do our part, and we don’t look the other way. When you do things for the right reason, they tend to work out in the end. To instill humility, my grandfather often says, “stick your hand in a bucket of water, when you pull it out, see what kind of impression you left.”

**Q:** Does engine oil have a role to play in helping Neiman Enterprises operate better and carry out your mission?

Just about everything does. We try to be mindful of all the efficiencies and opportunities available to improve. That includes not being wasteful and choosing high quality products because they can get us operating at an optimal level. Choosing high-quality lubricants like Delo 400 XLE SAE 10W-30 means that our fleets run reliably with less downtime, since it extends the life of our oil and how long we can keep using it before having to do a drain. It also aligns to our sustainability values, because it improves our fuel efficiency and allows us to use less in the long run.

**Q:** How does engine oil help you manage costs when it comes to fleet maintenance?

There’s the cost side, but also the other effects of not selecting the right lubricant. And that can equate to increased maintenance cost, more downtime, lower efficiency. That can have follow-on impacts down to your electrical rates and overall usage. If you apply that overall usage rate to think about what it means to sustainability—that’s part of the big picture. You have to ask yourself: What’s the sustainability of your business, your role, and the impact on the environment?







**Q: How did you know Chevron Delo was right for Neiman Enterprises?**

It wasn't simply about switching products for us. We were riding the struggle bus. Through collaboration with Chevron, we've been able to study and improve processes like hydraulic usage in our mill, as an example. Their consultative support has helped us identify opportunities and improvements and match up with a product line that met our needs. We use Delo 400 XLE SAE 10W-30 for improved fuel efficiency, better low-temperature reliability and cleaner deposit control in our fleet. We use Chevron and Chevron Delo products in other applications throughout the operation.

**Q: How was the transition to Chevron Delo?**

First, we got the tanks and a better oil distribution system at our debarker, making everything safer and more efficient. Then we got the hose reel system at our garage to make oil changes cleaner and more efficient. From setting up a better fuel island to getting back to an interchangeable grease for our sawmill machines or

finding a replacement saw glide oil for our arbor gang saw, we had excellent support through it all. Chevron and M.G. Oil came in as supporters who cared about our people and the mills we are so proud of. The transition has been successful because there's a lot of trust and care. They saw that developing our people and refining our processes make us successful, and it's what gives our clients an added edge.

**Q: How does working with Chevron support your business overall?**

In the timber industry, it's really easy to forget that it is a function of agriculture. The industry is progressive with leveraging new technologies, like MRI scanning logs, but it can be easy to overlook the basics. Things like warehouse management and distribution make a difference, too, for sustainability and success. We got a better bulk system for the storage of oils in our planing mill. And better containment and dispersion of oils in our oil storage building, making things safer and cleaner. Having business support that helps us look at the whole picture to find areas of improvement shows that we're in it together—it's not just about making a sale.

