



# THE ADDITIVE

## The History of Bardahl

April 2016

Ole Bardahl, immigrated from Norway and did not speak a word of English. He arrived in the United States in 1922 with a total of \$32.00 in his pocket. He decided to settle in Seattle, where he worked various jobs over the years and prudently saved his money.



In 1939, he bought a small chemical company in Ballard, a neighborhood that is located in north Seattle and was a community of Norwegian, Swedish and Finnish immigrants.

Ole personally oversaw the entire business, from operating the blending tanks and canning machines to working as the salesman, and then helping pack and ship out the orders.

In the first few years sales were very slim, but Ole was relentless and carried on. By 1947, sales had steadily risen and by 1952, the company was ranked third among its competitors producing automotive oil additives.

By the end of the decade, a creative marketing campaign with very effective television ads established Bardahl as the top seller in the U.S.

Ole was also a motor sports and racing enthusiast and he realized that higher compression engines were a great testing ground for his products. So he began giving products to local race drivers to see how they would perform. This is how he enhanced quality and developed a reputation of selling the best additives in the market.

The Bardahl tradition of excellence and commitment to quality continues at its headquarters and manufacturing plant that are still located in Ballard, WA. The iconic building with its large neon sign is now considered a city landmark.



Today, Bardahl is a 3<sup>rd</sup> generation family owned company and it sells hundreds of different products in over 90 countries with items that are packaged in more than 16 languages.

The company has gained a loyal worldwide following of customers because they know that *everything around the world runs better with Bardahl!*