

# NEWS RELEASE

The logo for CIMCOOL Fluid Technology features the word "CIMCOOL" in a bold, pink, sans-serif font. Above the "O" in "COOL" is a stylized pink swoosh that curves upwards and to the right. Below "CIMCOOL" is the text "FLUID TECHNOLOGY" in a smaller, pink, sans-serif font. A registered trademark symbol (®) is located to the upper right of "COOL".

News Release • For Immediate Release • Dan Dwyer (513) 458-8117

## ***Innovative Products, Backed By Outstanding Customer Service, Make CIMCOOL A Leader In Metalworking Fluids Industry***

**Cincinnati, Ohio—2011**—Excellent products, backed by unparalleled service and guaranteed performance, have earned **CIMCOOL Fluid Technology** its reputation as longtime leader in the metalworking fluids industry.

**Innovative products.** CIMCOOL's family of metalworking fluids includes the most technologically advanced fluids available for use in industrial operations. The company is a leading global supplier of fluids that meet stringent performance, health and safety requirements for machining, grinding, stamping, metal-forming, cleaning, and many specialty applications that both satisfy customers' needs and set the standards for industry performance.

Among the recent additions to CIMCOOL's comprehensive catalog of products are **HFP FLUIDS WITH FACT™** (foam arrest control technology), which combine innovative product design and high-performing raw materials to create a revolutionary antifoam technology for use in a variety of high volume and high fluid pressure applications. **THE HFP FLUIDS** produces less foam, which results in better lubricity than leading metalworking fluids, making it the ideal solution for applications that include high speed machining and metalworking operations. This cost-effective line of fluids offers superior rancidity control and is compatible with most conventional waste treatment methods.

**CIMTECH® 610**, an innovative metalworking fluid featuring a hybrid blend of patented and synthetic lubricants, provides synergistic performance on difficult-to-machine ferrous and non-ferrous alloys without corrosion or stain. **CIMTECH 610** is uniquely formulated to be used on hard, brittle metals that "ordinary" fluids have difficulties with, such as inconel, titanium, stainless steel, aerospace alloys and hardened steels.

Another CIMCOOL product has become the standard metalworking fluid for many aerospace manufacturers. **CIMTECH® 310**, a low-pH synthetic fluid, is recommended for machining and grinding operations, including creep feed grinding on non-ferrous or ferrous metals. Designed for moderate- to heavy-duty operations, **CIMTECH 310** is low-foaming and provides excellent rancidity control, extending the life of the fluid and minimizing the need for additives.

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In addition, **CIMTECH 310** offers unmatched lubricity providing long tool life and outstanding surface finish; it is transparent, offering the machine operator uninhibited part visibility; and is non-irritating to the skin.

CIMCOOL products are environmentally friendly, and each must pass rigorous standards set by the company's research and development lab before reaching market. Raw materials are carefully screened using toxicological data from suppliers, and fluids are tested and evaluated for mildness, biological control, misting and odor. Wastewater testing services are provided to support customer questions on fluid disposal, and health and safety information is available for every product.

**Customer Service.** CIMCOOL's dedication to customer satisfaction begins with its offer of a free product trial, and continues with a no-hassle product guarantee and round-the-clock internet support. In addition, the CIMCOOL Customer Team supports every aspect of fluid technology to ensure a top-quality combination of product and process for every customer. Internet support is available around the clock at [www.cimcool.com](http://www.cimcool.com), with full product specifications, contact information and technical reports that offer valuable troubleshooting and problem solving information for typical concerns that may be encountered with metalworking fluids.

**Website.** CIMCOOL's website makes it easy for customers to access information about the company's product line and sign up for free product trials. The site—[www.CIMCOOL.com](http://www.CIMCOOL.com)—provides easy access to information about CIMCOOL products, service and distributors, and allows CIMCOOL to easily provide product updates to its customers. CIMCOOL's free product trial continues to be a key feature of the redesigned site, and customers can sign up for the trials on the website home page. CIMCOOL's website is built for intranet growth and optimized for search engine efficiency. Distributors will easily be able to access proprietary pages on the website to help them sell CIMCOOL products.

For additional information about these and other CIMCOOL products, please visit our website at [www.CIMCOOL.com](http://www.CIMCOOL.com), and click on the MSDS and Product Information menu. CIMCOOL Fluid Technology is a global manufacturer of metalworking fluids. The company is certified ISO 14001, ISO 9001.



CIMCOOL, headquartered in Cincinnati Ohio, is a world supplier in metalworking fluid technology.

Visit our website at [www.CIMCOOL.com](http://www.CIMCOOL.com).

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