

# 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 the "O" in "COOL".

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

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

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

**Innovative products.** CIMCOOL's family of 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 tube and pipe production, machining, grinding, stamping, metal-forming, cleaning, and many specialty applications that both satisfy customers' needs and set the standards for industry performance.

CIMCOOL products are environmentally friendly, and each must pass rigorous standards set by the company's four research and development labs before reaching market. Fluids by CIMCOOL are proven to offer up to 300% improved tool life as well as an increase in productivity; they are environmentally friendly and operator friendly; and they offer excellent rancidity control. 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—which includes engineers and managers at all levels—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.

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**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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