



THE LEADER IN FLUID TECHNOLOGY WORLDWIDE

## NEWS RELEASE

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

### **CIMCOOL® Announces New Online Communications System**

**Cincinnati, Ohio – 2014 – CIMCOOL® Fluid Technology**, the leader in metalworking innovation and fluids that satisfy customers' needs and set the standard for industry performance, announced the release of a new online communications system that will allow CIMCOOL distributors round-the-clock access to valuable CIMCOOL resources and information. After its launch in June 2014, the online communications system will be accessible 24/7.

Specifically designed to provide beneficial tools and information to distributor partners, the online communications system provides registered CIMCOOL distributors with secure online access to personalized order status and placement resources. In addition to eliminating the need to request information directly from CIMCOOL and reducing associated blackouts or wait times, the online communications system empowers distributors to take a more active role in the order management process, contributing to fewer errors while providing an improved user experience for higher efficiency.

"This online communications system represents an enormous improvement in efficiency for our distributor partners," said Troy Ballard, Senior Channel Manager of CIMCOOL Fluid Technology. "Critical information that our partners historically had to track manually is now provided to them in one convenient online location. Our distributors will find that the system makes it easy for them to retrieve information and take action, and will provide them with the appropriate tools to enhance communication and drive growth."

In addition to specific account information, registered distributors can also access educational information and documents to help them learn more about the valuable products, training and support that CIMCOOL has to offer. The online communications system resources include:

- Easy order submission and pricing
- Personalized order status history and convenient tracking
- Informative marketing materials
- Distributor education and news

- Up-to-date MSDS and PIF documents

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CIMCOOL Fluid Technology offers some of the most technologically-advanced fluids available for use in industrial operations with products that boast results including up to 300% improved tool life, an increase in productivity, excellent rancidity control, greatly reduced concentrate usage and operator-friendly use.

All CIMCOOL products are backed by over 70 years of product performance. For additional information, visit [www.CIMCOOL.com](http://www.CIMCOOL.com). CIMCOOL Fluid Technology is a global manufacturer of metalworking fluids. The company is certified ISO 14001, ISO 9001.

Pink Trade Dress is a registered trademark of Milacron LLC  
Milacron Marketing Company LLC

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