



THE LEADER IN FLUID TECHNOLOGY WORLDWIDE

NEWS RELEASE

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CIMCOOL® Offers On-Line Fluid Advisor To Answer Metalworking Questions

Cincinnati, Ohio—2013— CIMCOOL, the longtime world leader in metalworking fluid technology, now offers **Fluid Advisor**, a step-by-step problem solving guide in an easy-to-use question and answer format available 24/7 at its website, www.cimcool.com. Fluid Advisor addresses category-specific issues for machining, grinding, forming, parts washing and more with basic trouble-shooting and problem-solving information.

If the online **Fluid Advisor** does not help solve the problem, CIMCOOL can arrange for a metalworking fluid expert to analyze the metalworking-related problem and offer a solution.

Every fluid in CIMCOOL's extensive product family meets stringent quality, health and safety requirements and sets new standards for industry performance. CIMCOOL backs all fluids with exemplary customer service, including a no-hassle product performance guarantee, free trial assurance, and 24/7 internet assistance. For more information, please visit our website at 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. Pink Trade Dress is a registered trademark of Milacron LLC

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