



Ref: MAST\232

Date of issue: October 2010

POLISH LANGUAGE LITERATURE BENEFITS UK MANUFACTURERS

Metalworking fluids specialist, Master Chemical Europe, has just added Polish to its choice of language options for product literature. And although this introduction is primarily to serve the company's growing market in Poland there are benefits for UK manufacturers too.

The number of foreign workers entering the UK reached two million for the first time in 2008 and the numbers have risen ever since. A significant proportion of these are from Eastern Europe and many are making a positive economic contribution in UK manufacturing.

The availability of its metalworking fluids literature in Czech, Estonian and now Polish will help UK business owners communicate the benefits of the Master Chemical products to their migrant workers from Eastern Europe.

Master Chemical Europe based in Needham Market has two primary roles. It is the development centre for the company's range of metalworking fluids formulated specifically for the needs of the European manufacturer and also the sales and service hub for its European distributor network.

Poland has benefited significantly from this dedicated resource and in tandem with its Polish distributor, Azoterm, Master Chemical Europe continues to win new business in the country, particularly for its TRIM® E905 high performance cutting and grinding fluid.

-ENDS-

About Master Chemical Corporation: Master Chemical Corporation was founded on November 13, 1951. Since then, working closely with the worldwide metalworking community, Master Chemical Corporation has developed and marketed a full line of specialty cutting and grinding fluids, cutting oils, concentrated washing and cleaning compounds, and rust preventives all under the TRIM® brand trademark. These products are both environmentally sound and when used in conjunction with Master Chemical's XYBEX® Coolant Recycling and Filtration Systems, are the most durable and stable products available anywhere today. Master Chemical has always been committed to the safety of the people who use our products, the protection of our planet, the environment we live in, and the overall impact on our customers' profitability. Master Chemical serves customers globally. For further information please contact a local distributor near you <http://www.2trim.us/distributors.php>, call us at (44) + (0) 1449 726800, or visit our website at www.masterchemical.com

Press enquiries, electronic press releases and digital photography:

Trudi, Sal or Caroline at NEW RIVER Tel: 01920 468443 Fax: 01920 460528

Email: info@newriver.co.uk www.newriver.co.uk



Master Chemical Europe Limited, Maitland Road, Lion Barn Business Park, Needham Market, Ipswich, Suffolk IP6 8NZ ☎ 01449 726800 📠 01449 721719 e mail: info@masterchemical.co.uk
Company registered in England 2509745 www.masterchemical.com