



## NEWS RELEASE

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### **Launching Master Advantage™, an Industry First, 12-Month Sump Life, Limited-warranty Program from Master Fluid Solutions**

*Master Fluid Solutions launches an industry first, Master Advantage™, 12-Month Sump Life, Limited-warranty Program. The easy four-step process allows manufacturers an opportunity to maximize their production value.*

Perrysburg, Ohio, May 16, 2017 – Master Fluid Solutions announces an industry first, Master Advantage™, 12-month sump life, limited-warranty program. This new 12-month sump life program helps customers increase production and parts quality, reduce coolant usage, tooling costs and returns. The program decreases downtime and recycling costs, eliminates issues with built-up edge, smoke, foam, or odor, and increases their profitability.

The Master Advantage program is an opportunity like no other in the metalworking industry. The 12-month sump life program can be implemented with four easy steps.

- Step 1: Complete a free comprehensive plant survey
- Step 2: Review a data-driven analysis customized for your manufacturing operation
- Step 3: Agree to a 30-day free trial of the selected TRIM® product that includes technical assistance and free laboratory analysis of samples
- Step 4: Enjoy peace of mind with the Master Advantage First Fill, No Bill™ free initial facility conversion, assistance with clean out, and free training to all plant personnel across all shifts

"With the launch of this groundbreaking Master Advantage program, we have paired our cutting edge, high-performance products with the peace of mind that comes with reliable and consistent shop operations. We are very excited to offer our customers, via this new program, an opportunity to boost their production and increase their bottom line", stated Ahmed Tahir, Global Director of Strategy and Marketing, Master Fluid Solutions.

**About Master Fluid Solutions** — November 13, 1951 Master Chemical Corporation is founded. April 12, 2017 Master Chemical changes its name to Master Fluid Solutions. Working closely with the worldwide metalworking community, Master Fluid Solutions develops and markets a full line of specialty cutting and grinding fluids, cutting oils, concentrated washing and cleaning compounds, and rust preventives under the TRIM® and Master STAGES™ brand trademarks. These products are environmentally sound and when used in conjunction with Master Fluid Solutions' XYBEX® fluid management systems, are the most durable and stable fluid products available anywhere today. Master Fluid Solutions is committed to the safety of the people who use our products, the protection of our planet, and the overall impact on our customers' profitability. Master Fluid



Solutions serves customers globally. For further information, contact a local distributor, who can be found at <http://www.2trim.us/distributors.php>, call +1 800-537-3365, or visit <http://www.masterfluidsolutions.com>.

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<http://www.masterfluidsolutions.com/na/en-us/solutions/master-advantage.php>

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