

FLUID FOCUS

High Performance Metalworking Fluids



Rustlick™

Holiday 2009



Happy Holidays

As the holiday season approaches we at Rustlick want to express our sincere appreciation for your loyalty in the past. We look forward to growing our relationship in 2010.

Best Wishes For the Holidays and the Coming New Year,
Catherine Fuhr
*Business Unit Manager - Rustlick, SafeTap, Daraclean
ITW Rocol North America*

NEW PowerCool Coolant Line

The Rustlick team is excited to announce the launch of the PowerCool Coolant Line!

PowerCool coolants are based on a new advanced technology that increases biostability. There are 5 different PowerCool products, each targeting a unique market segment.



PowerCool: Excellent Value. Great sump life & cutting performance at a competitive price.

PowerCool CF: Chlorine Free version.

PowerCool MaxLife: Best Sump Life. Benchmarked against high-end competitors' coolants.

PowerCool MaxLife CF: Chlorine Free version.

PowerCool MaxLife AERO: For Aluminum & Titanium. Recommended for the Aerospace Industry.

More info at www.rocolnorthamerica.com/rustlick/powercool.html

Did You Know?

The Rustlick Advantage:

Rustlick is committed to reliably providing high-performance, innovative products with exceptional value.

All Rustlick products are manufactured in DeWitt, Iowa in an ISO 9001 certified facility.

Rustlick is a brand name of ITW Rocol North America, a division of Illinois Tool Works.

\$100 Gift Card!

PowerCool PROMOTION

Order any new PowerCool coolant by 3/31/2009 and enter a raffle for a \$100 VISA gift card.

Extended Offerings

Rustlick Products

- Cutting & Grinding Fluids
- Dielectric Fluids
- Rust Preventatives
- Sump-Side Additives
- Coolant Maintenance Equipment

SafeTap Tapping Fluids

Daraclean Cleaners



If you have any questions - or have a suggestion for the next Fluid Focus - please contact Emily Gibbons (egibbons@rocolnorthamerica.com or 847-657-5343)

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Mini SC

Save Money by Increasing Your Coolant Life

The Mini SC Coolant Rejuvenator is a compact, efficient, and affordable tramp oil separator featuring specially engineered coalescing media, pneumatic diaphragm pump, and a compact 13 gallon tank.

This economical coalescer cleans and aerates coolant with no machine downtime and quickly generates a positive return on investment by increasing coolant and tool life as well as minimizing maintenance.

The unit has a very small footprint, 24" x 21" x 27", and runs at 2-5 gallons/minute with a total tank capacity of 10 gallons.

PROMO PRICE = \$999 ~~\$949~~ until 3/31/2010



Holiday 2009



Mini SC Features

- Pneumatic diaphragm pump
- Heavy-duty coalescing media
- Engineered float assembly
- Oil discharge valve
- Quick connect hose fittings
- Molded handles
- One Year Limited Warranty
- NEW Float stabilizer option

What's New in Marketing

Rustlick has recently released new marketing materials for customers and distributors.

Value Added

- Highlights the special "value added" features of Rustlick coolants.
- Complete with charts & cost savings info.
- 4 page flyer



Coolant Management Packet

- Includes basic coolant maintenance info, coolant inspection check lists, change-over instructions, & much more.
- Folder packet



Free Offer!

Order Your Rustlick Banner!

Display a Rustlick banner in your show room or office.



Dimensions: 18" x 36"

To order marketing materials, contact Emily Gibbons at 847-657-5343 or egibbons@rocolnorthamerica.com.



Learn more at www.rocolnorthamerica.com

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