

NSF REGISTERED, FOOD-GRADE PRODUCTS: WHICH ONE IS THE CORRECT ONE?

ELLEN GIRARD, OEM MARKETING MANAGER, LUBRIPLATE LUBRICANTS

We are living in a time that will surely be remembered forever. The COVID-19 global health pandemic has not only impacted the way we interact with each other, but has also impacted the way all industries are operating. The food, beverage and pharmaceutical industries have certainly felt the effects with a need for increased production, while operating with less personnel. It is crucial to select the correct NSF Registered product(s) to ensure that plants are keeping up with current global demands. Here are some questions to ask when choosing the correct type of NSF Registered product.

Is this an application where the lubricant could come into incidental contact with what is being processed? NSF/H1 Registered Lubricants should be used. Creating a lubrication

program which uses 100 percent NSF/H1 Registered Lubricants eliminates lubrication as a chemical hazard within HACCP plans.

Is this an application where there is no chance of the lubricant encountering what is being processed? NSF/H2 Registered Lubricants may be used for this type of application. However, the safest option is always an NSF/H1 Registered Lubricant. Because the NSF does oversee the registration program for NSF/H2 Lubricants, there is inevitable confusion on the plant floor. It is important to note that NSF/H2 Registered Lubricants should not be considered “food-grade.”

Is there a need to prevent rust from developing on equipment? An NSF/H3 Registered Soluble Oil should be used. These types of oils, typically edible or white mineral oils, are intended



to be used during processing, but not in a direct way. They should be wiped or washed away.

Is this an application where there is a need to prevent food from adhering to a surface during processing? An NSF/3H Registered Release Agent should be used. These proprietary substances are used on grills, loaf pans, cutters or other hard surfaces which come into direct contact with what is being processed.

Plant managers demand products that are safe, improve machinery life and result in less downtime. NSF Registered, Food-Grade products provide these assurances, so long as the correct product is being used.



GIRARD

SOLVE PROBLEMS WITH SPECIALIZED PRODUCTS

ERIN BALA, DIRECTOR OF BRAND MANAGEMENT & INNOVATION, WD-40 COMPANY

Promoting longer equipment life, preventing expensive repairs and saving money is top of mind for all types of industrial customers. And for that, consistent machine maintenance is key. So, what trusted, cost-saving solutions should distributors recommend to their customers? Research conducted by B2B International found that manufacturing companies prefer specialized products with specific applications — and the right products may come from a familiar brand.

Though WD-40 Brand has been trusted by professionals for more than 65 years, many only know about its multi-use product. The company's spirit of innovation and tenacity for solving even the toughest challenges led it to develop a line of more

than 20 Specialist products that provide superior performance for specialized jobs.

The WD-40 Specialist line is scientifically designed to help keep facilities moving in the most demanding situations with versatile delivery systems and heavy-duty solutions. The products — formulated to minimize risk of harm to people, surfaces and the environment — consist of lubricants, penetrants, greases, cleaners and degreasers, and rust-management solutions that increase efficiency, reduce downtime and save money on costly repairs.

Two flagship products include the WD-40 Specialist Gel Lube and the WD-40 Specialist Penetrant with

Flexible Straw. WD-40 Specialist Gel Lube sprays on thick and won't run, drip or make a mess, providing 12 times longer lasting lubrication (compared to WD-40 Multi-Use Product), and WD-40 Specialist Penetrant offers an 8-inch straw that bends and keeps its shape to loosen stuck parts in hard-to-reach places.

WD-40 Brand is designed to solve problems and help machines and tools work smoothly in workshops, factories and homes around the world. WD-40 Specialist accomplishes all of this and also provides opportunity for distributors to grow sales with safer, professional-grade products that get the job done right for customers.



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▶ IN SUPPORT OF DISTRIBUTORS

JENNY EMMONS, BUSINESS DEVELOPMENT MANAGER, FLUORAMICS INC.

Distributors are vital to the Fluoramics business model. We manufacture highly-engineered lubricants and chemical products and you will rarely see our products in large retail chain stores. Instead, we support and rely on distributors to get products into the niche markets we serve.

TRAINING | Because our products are so unique, we put a strong focus on customized training for our distributors. Training takes many forms including video conferencing, on-site training, and riding along with sales personnel. In addition, distributors have direct access to Fluoramics' engineering staff in order to get specific questions answered.

PASSING ON LEADS | When we receive inquiries from prospective buyers, we pass them on to the distributors best suited to handle the inquiries. In addition, we list all our distributors on our website for ease of access for people looking for a distributor near them.

MARKETING MATERIALS | Fluoramics provides distributors with access to all marketing materials. In addition to regularly published case studies, product overviews

and how-to videos, we have industry sales sheets and technical data sheets on our products. Printed literature pieces provide room for distributors' company information and branding.

TRADE SHOWS AND BRAND RECOGNITION

We support our distributors by attending trade shows throughout the country. Our presence generates brand recognition and leads, plus allows us to visit distributors attending the trade show or that are located nearby.

FREQUENT COMMUNICATION | We like to know how our distributors are doing and how we can continue to support them. We schedule on-site visits, phone calls, and video chats. We also generate a monthly email to share product information, links to training and marketing materials with them.

To summarize, we value our distributors and are always looking for additional ways to make them a part of the Fluoramics family as they are an integral part of our success.



EMMONS



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