

COMPLIMENTARY, CONVENIENT CUSTOMER SERVICE

JOHN GIRARD, DISTRICT MANAGER, LUBRIPLATE LUBRICANTS CO.

One aspect of a business that should be of the utmost importance is its quality of customer service. But it is not as easy as being polite on the phone or replying quickly to an email. A manufacturer needs something to set itself apart from its competitors in the industrial supply market.

With the help of a team of regional sales managers and internal office support, LUBRIPLATE Lubricants is proud to offer a wide range of complimentary value-added services to all its customers at no additional charge.

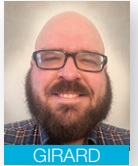
These services include our technical support hotline (800-347-5343 or 800-733-4755) and email (lubexpert@lubriplate.com), complete plant surveys and lubricant inventory consolidation, customized color coded lubricant specification machinery charts and tags, lubrication maintenance software, oil/fluid and grease analysis, and in-plant user lubrication training and

distributor training. In addition to these services, LUBRIPLATE Lubricants also focuses on convenience. Customers can access important documents such as safety data sheets, technical data sheets, and others – all without having to register with a username and password.



These services are offered to further your customer experience with LUBRIPLATE Lubricants. And what is better than having all these services offered at no additional cost?

For more information about LUBRIPLATE Lubricants' complimentary value-added services please visit www.lubriplate.com/Services or you can contact your local LUBRIPLATE Lubricants regional sales manager – find them at: www.lubriplate.com/Contact-Us.



GIRARD

CRITICAL DISTINCTIONS OF FOOD GRADE LUBRICANTS

MARK MAURER, DIRECTOR OF STRATEGIC ACCOUNTS, CRC INDUSTRIES INC.

Food grade lubricants play a crucial role in the maintenance of industrial equipment in food and beverage processing plants. These specialized lubricants differ significantly from their non-food grade counterparts, ensuring the safety and integrity of products intended for human consumption.

Food grade lubricants are designed for use on food processing equipment and machine parts. Certain types of lubricants are composed of ingredients that are deemed safe for incidental food contact. To minimize consumer health risks, these lubricants are carefully crafted to prevent contamination of the processing equipment.

The classification of food grade lubricants further differentiates them

based on their application. H1 and H2 are commonly used classifications in food processing plants. H1 lubricants are formulated for use in situations where there is potential for incidental food contact. H2, on the other hand, designates lubricants that may be used in food processing plants, but only on equipment where there is no possibility that the lubricant or lubricated surface contacts food or food packaging.

To provide additional assurance of their safety, food grade lubricants are often certified by the National Sanitation Foundation (NSF). The NSF provides documentation that verifies a lubricant's compliance with strict standards for use in food processing environments.

Allergen certificates are another

critical aspect that confirm that a food grade lubricant does not contain allergenic ingredients, minimizing the risk of allergic reactions in sensitive individuals.

CRC Food Grade Lubricants are NSF certified and clearly marked with the H1 rating. A QR code on the packaging leads to the applicable allergen certificate and SDS to ensure the user has quick access to critical information. As your MRO chemical safety consultant, CRC additionally offers training and tools, including its Stoplight Program, to help plant managers and safety personnel ensure their facilities are 100% compliant and ready to pass a safety audit. Check out www.crcfoodsafety.com for more information.



MAURER

PRESERVING LEGACY, ADVANCING INNOVATION

MARK KLEIN, PRESIDENT, KANO LABORATORIES

American business has seen its fair share of change in recent years. From technology advancements and supply chain challenges to streamlined processes, it takes fortitude and vision to grow a business. As Kano Laboratories Founder Thomas J. O’Kane once said, “Don’t be afraid of failure. Fear of failure keeps one from trying an idea that might be successful.”

Our company, Kano Laboratories, is steeped in tradition. We created the Kroil brand in 1939 under the leadership of O’Kane. He understood there are three constants and they’re still true today: metal rusts, parts lock up, knuckles get scraped. Kano

Laboratories set out to produce the very best penetrants on the market and succeeded with our Original and Silicone formulas.

What has sustained our company are loyal fans of Kroil products, innovation, and expanded distribution. From MROs to DIYers, we receive reviews and personal messages about how co-workers and family members recommended Kroil for tough jobs, and now these professionals and hobbyists can’t work without it. Word of mouth is powerful marketing.

We can’t rest on our laurels, though. During the past few years, we’ve introduced new branding,

packaging design, and most recently a product enhancement called SprayTech. The innovative design feature was added to a new 13-ounce can of industrial-strength aerosol called Aerokroil with Spray-Tech. An integrated straw allows the product to spray in any direction – even upside down – to quickly loosen frozen and rusted metal parts. What sets it apart from traditional propellant-based aerosols? It dispenses every drop of the product.

We have found that tradition with innovation is possible and, in the case of Kano Laboratories, a wise business choice.



KLEIN

WHY STARRETT M1?

CHARLIE STARRETT, PRODUCT MANAGER, SAWS AND HAND TOOLS, THE L.S. STARRETT CO.

In today’s industrial landscape, the demand for effective, all-purpose lubricants is higher than ever. Driven by customer requirements for exceptional performance and versatility on a wide range of applications, Starrett M1 lubricant has emerged as a trusted name in the lubricant market due to its unique formulation, superior performance, and versatility.

Starrett M1 Lubricant delivers unparalleled performance, ensuring smooth and efficient operation across various industrial applications, which is the result of several important lubrication characteristics and capabilities. M1 is free of silicone, making it able to stand up to extreme temperatures – ideal for year-round use, no matter the season. Also, its deep-down penetration works quickly to free frozen nuts, bolts, and metal parts, and getting under caked-on dirt to clean the metal for removal. M1 protects metal against rust and corrosion damage by providing a molecular shield that adheres to the metal. The Starrett lubricant cleans and polishes for lasting protection when removing grease, tar, and grime from metal parts and painted surfaces. Due to its instant lubrication properties that spread into those hard-to-reach metal parts, M1 stops squeaking and sticking. Also, M1 is not soluble in water, so it gets under moisture, lifting it away from the surface to be protected.

Several factors make M1 the best lubricant value for its cost. It dries and will not attract dirt, dust, or other contaminants as other leading lubricants do. It produces a micro-thin, airtight coating/film that simultaneously dries as it protects, avoiding dirt and grime that other “wet” lubricants actually attract. The can will also spray upside down in awkward places without losing propellant power.

One of the key advantages of Starrett M1 is its versatility. It’s ideal for virtually any metal component found in highly-corrosive environments such as construction, marine, and many more. It is specifically designed to handle a wide range of applications including tools, hinges, appliances, guns, knives, boats and ships, bicycles, mowers, fishing gear, locks, shop machines, cars, trucks, vehicle bumpers, motorcycles, and ATVs. It is also FDA approved for food safety, making it ideal for the food processing industry.

Distributors and their customers can confidently embrace Starrett M1, knowing they are equipped with a lubricant that delivers superior performance, reliability, and versatility on multiple applications.



STARRETT