

The Innovative Edge



YOUR SUCCESS — A CASE HISTORY

Neutra-Green® Cleans Up At Powder Metal Plant

Our factory floor was like a skating ring,” says Joe Engineer, Director of Plant Operations at Brewerton Automotive, a manufacturer of powder metal parts.

“Even though we have excellent powder-recovery systems in place, some powder will always escape and settle on the plant floor. We had four different degreasers in use, trying to keep the floor clean.”

Joe Distributor (N.H. Bragg) and Ken Regier (AMVAL Associates) set up a trial use of Sprayon® Neutra-Green®. Neutra-Green® is an all-purpose, neutral pH cleaner/degreaser that contains no caustics, acids, butyls or other harsh ingredients.

The environmentally-compatible degreaser contains a mal odor counteractant, is USDA Rated C1, UL Classified and meets Boeing Spec BAC 5763 Type 1 (Emulsion Cleaning & Aqueous Degreasing), as well as ASTM F945 (Stress-Corrosion of Titanium Alloys by Aircraft Cleaning Materials).

“We’re very pleased with the results,” says Engineer.

“Brewerton found that they could replace the four drums of different degreasers with just one drum of Neutra-Green®,” notes Joe Distributor. “That’s attractive to both them and us; we can keep one drum in stock at all times for Just-In-Time delivery to them.”



Joe Distributor and Ken Regier talk with Joe Engineer, about how Neutra-Green® replaced the four previously-stocked degreasers at Brewerton.



Sprayon® Neutra-Green® being used in floor cleaning equipment at Brewerton’s powder metal plant.

For product information, see page 70 of Industrial MRO Products catalog.



DID YOU KNOW?

Primer Increases Scheduling Flexibility

Maintenance managers love to build in flexibility for their scheduling” points out Mark Greenwell, product specialist for Diversified Brands.

“That’s why they’re fond of Martin Senour Quick Dry Shopcoat Primer. A 2 to 3 mil coat will provide outdoor protection for three to six months,

giving them plenty of flexibility for scheduling the final topcoat.”

Quick Dry Shopcoat Primer

has a high solids formulation that equates to increased coverage rates when compared to standard Shopcoat primers.



“It’s a very handy primer for expansion or renovation projects, when structural steel and fabricated metal is exposed to outdoor

elements,” says Greenwell. “Customers can have machinery, racks, piping, joists, handrails—basically any metal surface—

exposed to the sky yet protected. At their convenience, say after renovations are complete and everything is in place, the topcoat can go on last, so it’s less likely to get damaged.”

For product information, see page 79 of Industrial MRO Products catalog.

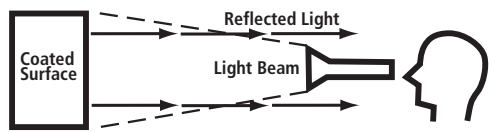


SAFETY CORNER

The First Aerosol Reflective Coating

Everyone knows how a deer's eyes brightly reflect back oncoming headlights. That's the idea you might want to keep in mind when thinking about our newest aerosol coating.

Krylon® Industrial REFLECT-A-LITE™ coating directly reflects light back to its source, so any direct beam from a flashlight or headlights makes coated items extraordinarily visible under low-light conditions.



REFLECT-A-LITE™ paint is the first clear aerosol reflective coating that can be applied to virtually any item without obscuring the original color of the substrate paint.

“Unlike expensive adhesive-backed reflective sheeting, REFLECT-A-LITE paint can be applied to rough and complex shapes,” points out Russ Mays, Product Manager.

Applications include the coating of hundreds of different types of items essential

to see under emergency light conditions, such as signs, exits, fire extinguishers, step risers, railings, safety stations, and hazardous obstructions.

“In addition to safety-related items, I think customers are going to think of lots of ingenious ways to use this coating,” continues Mays. “For example, a electrician working at unlit jobsites may want to coat his tools so he can find them faster with a flashlight. Its uses are endless.”

For product information, see page 15 of Industrial MRO Products catalog.



INDUSTRY NEWS

Huge Market For Protecting Threaded Parts

Think of food processing plants and you can envision miles of threaded pipes, thousands of stainless steel nuts and bolts, and innumerable metal-to-metal surfaces need protection from seizing, galling, friction and wear.

“The opportunities are vast for Tri-Flow® Food Grade Anti-Seize with Teflon®,” says Mike Mitch, Midwest Regional Manager. “The USDA H1, NSF-registered Anti-Seize is rated from -65° to 1800°F, so it's appropriate for a wide range of cold and hot applications typically found in food processing.”

Formulated with Teflon® and other lubrication solids, the chemical and stain resistant Anti-Seize is blended with a non-melting grease carrier.

“Anti-Seize provides four different paybacks,” says Mitch. “It makes assembly go faster, it seals, it protects, and then it makes disassembly easier. Plus, it also works great in non-food areas.”

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For product information see, page 74 of Industrial MRO Products catalog.



REGULATORY UPDATE

The Latest On VOCs

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PLANT SERVICES magazine recently awarded Diversified Brand its...

MARKETING

New Ads To Watch For

“Paints With A Purpose” features Martin Senour® Industrial Coatings suitable for use in federally inspected meat and poultry plants. The new ad will run in upcoming issues of FOOD ENGINEERING and FOOD PROCESSING magazines, with a combined circulation of over 100,000 food industry readers.

A collage of several small advertisements for industrial products. Visible titles include 'Direct-To-Metal Primer/Finish', 'Multi-Purpose Enamel', 'Paints with a Purpose', 'Dura-Ton® Epoxy Floor Coating', and 'The Color of Protection™'. Each ad features small images of the products and their applications in industrial settings.



GET TO KNOW US

Liqui-Sol™ Roll Out Well Received At Large Plants



Many large manufacturing facilities have been quick to pick up on the advantages of the new Sprayon® Liqui-Sol™ non-pressurized product line,” reports Tom Roddy, Diversified Brands National Sales Manager.

“Right from the beginning, we had large, existing customers—like the car manufacturers—eager to reduce the amount of pressurized propellants on their factory floors,” says Roddy.

Liqui-Sol™ products feature durable, re-usable spray triggers, eliminating the need for pressurized propellants, so every can is filled with 100% useable product.

“But the disposal advantages are even more compelling,” says Roddy. “We’ve gone into

some plants and their environmental officers have immediately said ‘We can save \$12,000 a year, at least’ by eliminating aerosol can draining and (hazardous) residue disposal costs.”

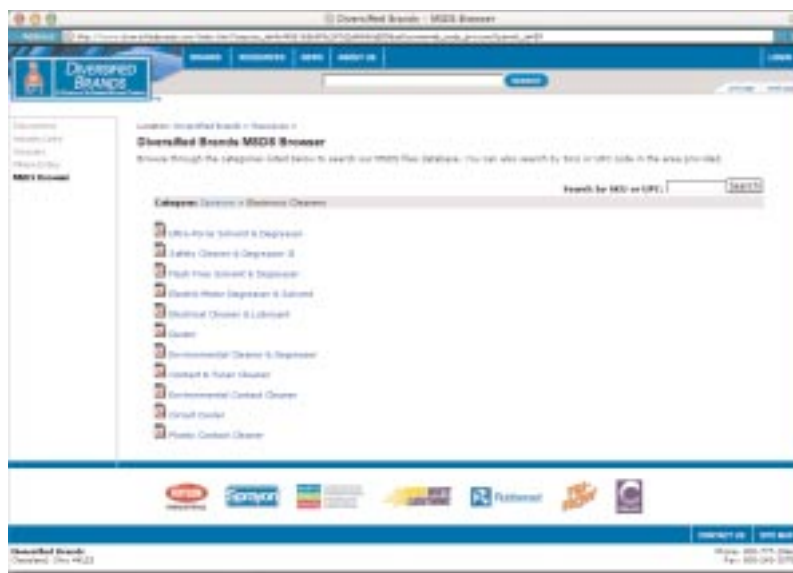
“Frankly, in many cases, their cost-saving calculations appear to be too low,” continues Roddy. “We think the new C.A.S.E. program will help them better understand their total costs.” (See separate C.A.S.E. article in this issue.)



For product information see pages 35-43 of Industrial MRO Products catalog.

TECHNOLOGY CORNER

Web-Based MSDS Browser Offers Email-able PDFs



Diversified Brands continues to expand its massive new website, www.diversifiedbrands.com. The latest addition to its Resources section is a web-based MSDS browser.

Viewers can search for MSDSs (in Adobe® Acrobat® PDF format) by SKU or UPC code, or by clicking on brand folders.

Within each brand folder, products are arranged by product group subfolders. For example, to find the PDF of the MSDS for ULTRA-FORCE™ Solvent & Degreaser, the path would be:

Resources > MSDS Browser > Sprayon® > Electronic Cleaners > ULTRA-FORCE™.

Once the PDFs are downloaded, they can be viewed in the free Acrobat® Reader® program, printed, or attached to emails.

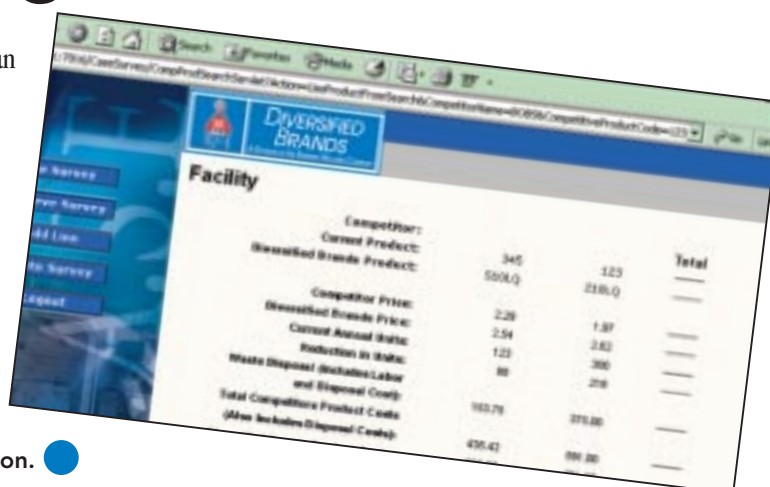
www.diversifiedbrands.com

MRO MONEYSMART

Make Your Own C.A.S.E. For Customer Savings

C.A.S.E. – our Cost And Safety Evaluation program, can help your customers to accurately determine total costs for their MRO chemical and paint products. Their purchase goes beyond the P.O. and delivery...C.A.S.E. will take them through a customized, 3-step process that will show them ways to improve safety practices and buy effectively...resulting in efficiency improvements and ultimate cost reductions.

Call your Diversified Brands Rep for more information.



FREQUENTLY ASKED QUESTIONS

FAQ: Electronic Cleaners

QUESTION: What does it mean, for the end-user, if an electrical cleaner has no flash point?

ANSWER: Cleaner/degreasers that have no flash point, typically called “Safety Solvents”, are... Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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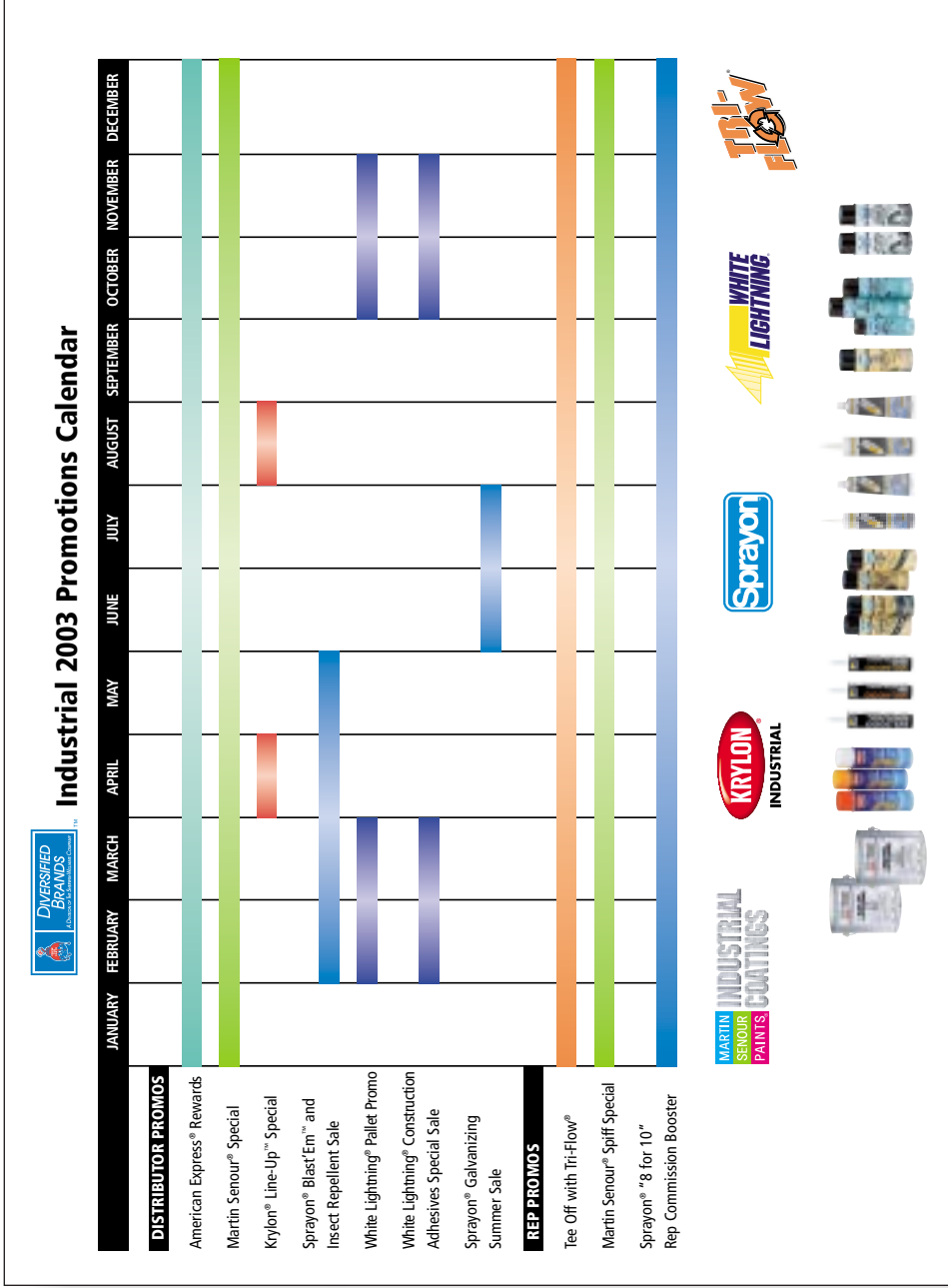
For product information, see pages 38 and 43-46 of Industrial MRO Products catalog.



The Innovative Edge



PRODUCT NEWS



CONTACTS

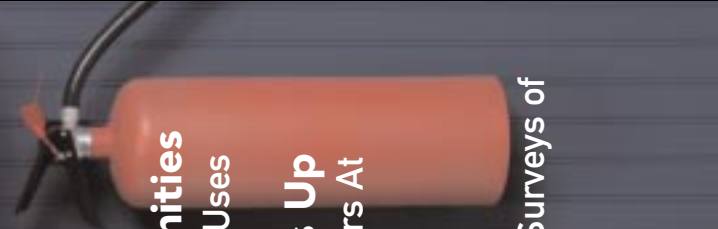
Technical Service: 800-251-2486.
 Instant Fax-Back for MSDSs or Product Data Sheets:
 800-671-6737 or 800-955-6737.
 Customer Service: 800-777-2966 or 800-247-3266.
 Fax: 800-243-3075
 Martin Senour Customer Service: 800-243-3075.
 Website: www.diversifiedbrands.com



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Food Grade Opportunities
 Anti-Seize Has Widespread Uses
Neutra-Green™ Cleans Up
 Replaces Four Other Cleaners At
 Powder Metal Plant
C.A.S.E. For Savings
 Cost And Safety Evaluation Surveys of
 Customer Facilities



Aerosol Reflective Coating
 “Customers are going to think of a lot of ingenious ways to use this reflective coating.” page 2.

