



For Immediate Release

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New Master Chemical product removes rubber tire marks from plant floors

July 3, 2003 (*Perrysburg, Ohio*) – A new, highly concentrated floor cleaner from Master Chemical Corporation is specially formulated to take up the rubber laid down on plant floors. The new product, TRIM[®] SkidRid[™], was developed in response to customer demand.

“One of the areas that our customers asked us to expand into was the removal of rubber tire marks left behind by hot-rod mule drivers. We also had more than a few requests for a floor cleaner that would look good on the gloss floor surfaces often found in warehouses or the epoxy floors in the shop,” says Master Chemical Product Manager and Director of Marketing, Frank Robinson.

Even the most stubborn tire marks are easily removed when pre-treated using a spray bottle and followed by power floor scrubbing. Heavy soils are lifted off floors without damage to floor paints or coatings, and there’s no slippery residue, which makes TRIM SkidRid ideal for concrete, painted tile and linoleum floors. Additionally, because it is so highly concentrated, TRIM SkidRid is extremely economical.

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TRIM SkidRid is a butyl-free, phosphate-free floor cleaner and multi-purpose cleaner/degreaser. “In addition to automatic floor scrubbers, it does a great job in general purpose cleaning, mop bucket cleaning, and parts washing in room temperature (up to 120° F) wash tanks – immersion style as well as ultrasonic baths,” says Robinson.

Hard water tolerant, pleasant smelling TRIM SkidRid is not reportable under SARA section 313. It contains no nitrites, phosphates, barium, phenols, or butyl cellusolve, and has a very low VOC content.

In the U.S., TRIM SkidRid is available in five-gallon pails, 54-gallon drums, 270-gallon recyclable bins and tank wagon lots. In Europe and Asia, the product comes in 20L pails, 204L drums and 1000L IBCs. For additional information, contact your Master Chemical Distributor, District Manager, the Master Chemical Tech Line at 1-800-537-3365, or visit the company’s website, www.masterchemical.com.

Master Chemical is headquartered in Perrysburg, Ohio, and is a single-source supplier of metalworking fluids and recycling equipment. Founded in 1951 by Clyde Sluhan, Master Chemical products are designed to maximize productivity and minimize waste in the metalworking industry, thus improving customer product quality and profitability.

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