

# Free All® and Federal Process are driving chemical sales

**T**here's a revolution taking place at Cleveland-based Federal Process Corporation, and that's a good thing for aftermarket distributors, jobbers, retailers and their customers.

The revolution comes in the form of a powerful new rust breaker — Free All® Deep Penetrating Oil — that's turning heads

(and corroded fasteners) in repair bays across North America. Federal Process is leveraging the dramatic success of Free All by introducing a full portfolio of other innovative automotive products like Lube-It All™ Lubricant, Tub-O Towels™ Multi-Purpose Wipes, Power Scrub™ Hand Cleaner and Premium White Grease with Lithium.

In truth, Free All is new only to the automotive sector — this ultra-powerful rust eater has earned a cult-like following in a variety of other demanding markets, like the industrial category. In only its first year within the automotive channel, Free All has become one of the chemical segment's fastest-growing sales opportunities.



## Not just a rust breaker

From underhood and undercar to paint and body work, Free All Deep Penetrating Oil literally eats rust and other corrosion, enabling technicians to easily remove corroded bolts and other fasteners. Forget torching,



drilling or hammering; simply spray Free All on the rusted part, give it a few minutes to work, and then finish the job.

Unlike other rust breakers, Free All is silicone free, making it safe for any collision repair and/or paint shop.

Also available from the company is Tub-O Towels, popular heavy-duty multi-purpose wipes that quickly remove the toughest grime, grease and stains from the hands or any surface. Featuring a skin-friendly blend

of lanolin, aloe vera and vitamin E, Tub-O Towels wipes are effective and safe for multiple daily uses.



Some jobs aren't complete without a powerful lubricant that will prevent future metal-on-metal friction and wear. Lube-It All spreads deep and leaves a long-lasting dry film, protecting parts from corrosion and moisture, reducing friction, extending component life and coating assembled parts and obstructed surfaces.

## Free technician sampling program

Federal Process is fueling the Free All revolution with a targeted national technician-sampling program within each distributor's market. This program, piloted in the Northeast U.S., has helped generate exceptional awareness and demand for Free All among shop owners and technicians. And it's pulling the rest of the Federal Process line through the channel for higher distributor sales and profitability in this often underperforming category. ■

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# Superior Power.

## Little Effort.

For years, Free All Deep Penetrating Oil has enjoyed a cult following of technicians who enjoy its revolutionary power.

Now it's time for you to join. Witness the superior rust breaking advantage of this advanced silicone-free formula!



Call today for a free sample! 1-800-660-6140 [www.freealloil.com](http://www.freealloil.com)

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