

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### Rust Penetrant Maker Invites Technicians to Submit Photos for 'Rusted Nuts Hall of Fame'

*Maker of Free All® Deep Penetrating Oil to Award \$50 Monthly Prize, \$250 Annual Grand Prize for Best Photos of Corroded Fasteners*

CLEVELAND, OH... If you're a vehicle technician trying to free up a badly corroded fastener, snap a quick digital photo and you might receive a free \$50 retail gift card and be inducted into the Free All® "Rusted Nuts Hall of Fame."

Created by Federal Process Corporation, manufacturer of Free All Deep Penetrating Oil, the new online hall of fame – located at [www.freealloil.com](http://www.freealloil.com) – recognizes technicians for all of the hard work consumers often don't realize is involved in a typical repair. The hall of fame also encourages technicians to avoid using torches and hammers on "rusted nuts," and to instead use the revolutionary Free All formula to break through any corrosion and quickly free the fastener.

"Some fasteners are absolute nightmares for technicians and can add significant time to the repair," said Federal Process Automotive Products Manager Marc Spector. "Our online hall of fame is a fun way to reward techs who are wrenching fasteners that look like they've been soaking in salt water and to introduce the industry best rustbreaker – Free All."

Each month, Federal Process will post all qualified entries to the "Rusted Nuts" gallery and choose an inductee to the hall of fame. To qualify for entry into the monthly hall of fame awards program, submissions must include technician name, business name and contact information. Submissions must be made in digital format and be emailed to: [rusted@pinmedia.com](mailto:rusted@pinmedia.com). One \$50 retailer

gift card will be rewarded each month to a qualified inductee. The technician submitting the year's best photo will be awarded a \$250 retailer gift card.

Long a favorite in the heavy industrial market and other demanding industries, Free All Deep Penetrating Oil is rapidly changing the way automotive technicians use rustbreakers. Formulated to substantially outperform other rust penetrants – including brands sold both in the automotive channel and through mass-market retailers – Free All “eats” rust to quickly free even the most corroded fasteners. Free All is offered in several convenient sizes, including 12-, 6- and 1-ounce spray cans and 1-gallon container.

To nominate a fastener for the Free All “Rusted Nuts Hall of Fame,” send a digital picture, along with name, business name and contact information, to **[rusted@pinmedia.com](mailto:rusted@pinmedia.com)**. For more information on Free All Deep Penetrating Oil, contact your automotive parts supplier, find the nearest supplier online at **[www.freealloil.com](http://www.freealloil.com)**, or call **1-800-660-6140**.

Free All Deep Penetrating Oil is manufactured and marketed by Federal Process Corporation, Cleveland, Ohio. Since 1915, Federal Process has leveraged its chemical expertise and experience within key markets to help enhance user productivity.

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