

# NEWS RELEASE

Contact: Christine Scalf, Pinnacle Communication Group, Inc.  
(330) 688-3515/[chrissy@pinmedia.com](mailto:chrissy@pinmedia.com)

## FOR IMMEDIATE RELEASE

### **REVOLUTIONARY FREE ALL<sup>®</sup> RUST-EATING PENETRANT MAKES LIFE EASIER IN BODYSHOPS**

***Advanced, Silicone-Free Formula Key to PBE Market,  
Clearly Outperforms Other Rust Penetrants***

**Cleveland, Ohio, January 18, 2006** – There's no shortage of penetrating oils within the paint, body and equipment channel, but now there's a revolutionary new silicone-free formula that truly makes life easier and more productive for paint and body techs: Free All<sup>®</sup> Deep Penetrating Oil from Federal Process Corporation.

The exclusive Free All rust-eating formula quickly and easily dissolves rust and corrosion, thereby removing the need for torching, drilling, hammering or chiseling to free frozen fasteners or other parts. And unlike competing products, the silicone-free Free All formula is safe around paint and body shop environments.

"Free All is the first truly differentiated rust penetrant in what is otherwise an underperforming, 'me-too' category," said Marc Spector, automotive aftermarket manager for Federal Process. "The silicone-free formula means that a technician can work quickly without having to protect surfaces, resulting in increased productivity and sales. Bodyshop techs can use the products with confidence around all painted surfaces."

Free All is offered in several convenient sizes, including 12-, 6- and 2-ounce spray cans and 1/2-ounce single-use bottles. Federal Process is aggressively marketing the new product through national trade and consumer advertising, product publicity and an extensive field sampling campaign.

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For additional information on Free All and other leading professional and DIY products from Federal Process Corporation, please visit [www.FreeAllOil.com](http://www.FreeAllOil.com) or call 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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