



Master Chemical Corporation Announces Master Fluid Solutions Name Change And New Responsive Display Website

The name change reflects the company's commitment to their vision. The new website better serves the needs of their customers and distributors.

PERRYSBURG, OH, USA, April 12, 2017 /EINPresswire.com/ -- Master Chemical Corporation, a

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CEO, Mike McHenry

leader in the metalworking fluids industry, announces a change in name to Master Fluid Solutions. The change reflects the company's commitment to their vision of utilizing continuous innovation to deliver customer-driven solutions in the metalworking industry with cutting-edge products and services that benefit their customers, partners, and communities with unwavering integrity.

The name change also reflects other initiatives designed to strengthen Master Fluid Solutions' focus on its corporate

strategies, unified appearance, and a strong connection to its rich past of core values. “I'm excited to begin this new chapter at Master Chemical as we define our global corporate identity as Master Fluid Solutions,” said CEO, Mike McHenry. He continued, “This will bring our worldwide regions together under one corporate vision and will assist in the development of our global strategy to serve our customers and partners.”

Master Fluid Solutions also announces masterfluidsolutions.com, their new responsive display website created to better serve the needs of their ever-increasing mobile website users and to give users quicker access to more robust product information. “We really wanted to improve our users' website experience when they were looking for product information. Although we have had been continuously improving the site, we recognized the site needed to be functional no matter what type of device was being used to seek information” stated Mark W. Scherer, Manager-Communications. “We also wanted to assure our customers and distributors that when they are seeking product information that we are delivering the most accurate and up-to-date data. Therefore, we have reworked our back-end web systems to mirror more data from our internal systems.”

About Master Fluid Solutions — November 13, 1951 Master Chemical Corporation is founded. April 12, 2017 Master Chemical changes its name to Master Fluid Solutions. Working closely with the worldwide metalworking community, Master Fluid Solutions develops and markets a full line of specialty cutting and grinding fluids, cutting oils, concentrated washing and cleaning compounds, and rust preventives under the [TRIM®](#) and [Master STAGES™](#) brand trademarks. These products are environmentally sound and when used in conjunction with Master Fluid Solutions' [XYBEX®](#) fluid management systems, are the most durable and stable fluid products available anywhere today. Master Fluid Solutions is committed to the safety of the people who use our products, the protection of our planet, and the overall impact on our customers' profitability. Master Fluid Solutions serves customers globally. For further information, contact a local distributor, who can be found at

<http://www.2trim.us/distributors.php>, call +1 800-537-3365, or visit
<http://www.masterfluidsolutions.com>.

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