

The Standard Fluids Corporation Announces U.S. Debut at SFPE

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looking forward to attending The Society of Professional Engineers (SFPE) 2023 conference in Washington D.C. October 7 to October 9, 2023. After a successful introduction to the international market at Intersec in Riyadh, Saudi Arabia last week, the team will make its U.S. debut on Sunday. As a new company with a long history of supplying the global marketplace

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Luis Gonzalez

with high-quality, environmentally sustainable chemical fluids, Standard Fluids leadership looks forward to sharing its story, introducing its products, and reconnecting with those attending the conference.

“We had a great reception at Intersec as we introduced The Standard Fluids Corporation on the world stage,” Standard Fluids President Luis Gonzalez said. “Now, we can't wait to introduce our team and debut our chemical fluid product, SF™ 1230 Fire Protection Fluid, along with our immersion cooling and other engineered fluid products to the U.S. markets. Our team has more than 140 years of combined experience and includes some very familiar faces in our

industry.”

In addition to Gonzalez, the team includes Rory Quirk, Vice President of Standard Fluids and Paul Rivers, P.E. in a principal advisory role, Mark Smith as North American Operations Director, and Kelvin Cabrera as International Operations Director.

Standard Fluids' Mission

Standard Fluids' mission is to supply the global marketplace with environmentally sustainable



fluorinated fluids that meet or exceed current product offerings. The team is driven by its commitment to efficiently provide a competitively priced fluid where every batch is tested for purity and effectiveness.

“Our trip to Saudi Arabia last week was amazing. We were able to reconnect with some industry colleagues and develop new relationships,” Gonzalez said. “Next, up, I am excited to arrive in Washington D.C. to catch up with people our team has worked with for years to let them know about our company, our products, and our commitment that Standard Fluids’ customers will receive superior products, support, and technical services,” Gonzalez said. “Our team is second to none, and our precision chemicals are optimal for various applications where safety is paramount and performance and sustainability are non-negotiable. We guarantee the quality and performance of our products, which have withstood rigorous, third-party testing.”

A Team of Renowned Industry Experts

The team’s experience represents the specialty fields of fire protection engineering, fire suppression, chemical engineering, and telecommunications.

Having been at the forefront of establishing industry norms, this group of industry experts understands what it takes to supply materials that satisfy customer demands around safety, performance, and sustainability. Technical representation from industry experts provides guidance from the laboratory to the field, through final delivery to meet customer demands.

Standard Fluids is already being sought out to fill orders across the globe serving markets supporting mission-critical applications for a wide variety of industries including marine, transit, data centers, oil and gas, energy, aviation, museum and archives, medical centers, and industrial facilities.

A recent gap in the chemical fluids market created when 3M exited the space provided the perfect opportunity for Gonzalez, Quirk and Rivers to team up and put their experience to work for the industry. Gonzalez, Smith and Cabrera are former senior account executives, who, along with Rivers were members of the global team responsible for a multimillion-dollar fire protection fluid business.

Rivers has more than 45 years in the fire protection industry and was the lead inventor and original patent-holder for the very successful and recently discontinued 3M™ Novec™ 1230 Fire Protection Fluid product. Gonzalez has 40 years in the fire protection industry, and Quirk is an accomplished international entrepreneur with 20 years of experience working in China, Asia, MEA and the U.S. markets. Smith has been a leader in the fire protection industry for more than 25 years and is coordinating sales and marketing opportunities for key accounts and associations primarily based in North America. Emphasis will also be given to key specifiers and end users in multiple vertical markets. With over 20 years of experience within the telecommunications, manufacturing and fire suppression industries, Cabrera is leading international operations on fire suppression, heat transfer, and precision cleaning applications

focused mainly on the data center, telecommunications, and manufacturing markets.

"I couldn't be happier to be reunited with this team and see our industry colleagues at SFPE," Smith said. "We look forward to reconnecting with our friends and colleagues in Washington D.C. as we renew our customer relationships and build an even stronger business."

Cabrera agreed noting that former customers have sought out this team for their chemical fluids needs.

"Since we announced Standard Fluids at Intersec, we have been in contact with many long-standing customers and are hearing from new customers daily," he said. "They are coming to us because we provide the solutions they need from the people they trust."

To learn more about The Standard Fluids Corporation, contact the team at info@standardfluids.com or visit our website at www.standardfluids.com.

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