



## Quaker Chemical Launches QAdvantage Platform

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CONSHOHOCKEN, Pa., Dec. 13, 2012 /PRNewswire/ -- Quaker Chemical Corporation (NYSE: KWR) has launched QAdvantage, a new enterprise designed to better serve industrial manufacturing customers in North America who are currently served through distribution channels, and to ensure their easy and complete access to Quaker's robust product portfolio and industry-leading expertise. QAdvantage is supported by a dedicated team of professionals who will work with existing distribution partners and end-users to strengthen Quaker's position in the industrial manufacturing market.

(Logo: <http://photos.prnewswire.com/prnh/20120910/PH70044LOGO>)

Quaker's process fluids are used in critical manufacturing processes by global industry leaders, in automotive, aluminum, steel, heavy equipment, aerospace, tube and pipe, and bearing manufacturers. "We have routinely demonstrated the value of Quaker's products and services in helping to improve process control, efficiency and quality in our core markets," said Karl Kunkel, Quaker's Business Director for Metalworking in North America. "QAdvantage will expand our reach and deliver that same value to the underserved customers in targeted [industrial manufacturing](#) niches."

QAdvantage is designed to improve service levels for niche customers, as well as Quaker's existing distributor network. "Companies in this industrial manufacturing sector drive innovation across all of the industries that we serve, and we are excited to dedicate increased efforts toward serving them even more effectively," said Mica Zuniga, QAdvantage Business Director.

QAdvantage, launched on December 1<sup>st</sup>, offers Quaker Chemical's process fluids, chemical specialties and lubricants including:

- QUINTOLUBRIC® Fire Resistance [Hydraulic Fluids](#)
- FERROCOTE® Corrosion Preventives
- QAKERCUT® [Machining & Grinding Fluids](#)
- QAKERCOOL® Machining & Grinding Fluids
- QAKERCLEAN® Metal Cleaners
- QAKERDRAW® Drawing & Forming Fluids

To place an order, or for information about any of our products, contact QAdvantage via phone at 888-872-1375, fax at 425-732-9715, e-mail at [inquiries@qadvantage.com](mailto:inquiries@qadvantage.com) or online at [www.qadvantage.com](http://www.qadvantage.com).

### About Quaker Chemical

Quaker Chemical is a leading global provider of process fluids, chemical specialties, and technical expertise to a wide range of industries, including steel, aluminum, automotive, mining, aerospace, tube and pipe, cans, and others. For nearly 100 years, Quaker has helped customers around the world achieve production efficiency, improve product quality, and lower costs through a combination of innovative technology, process knowledge, and customized services. Headquartered in Conshohocken, Pennsylvania, USA, Quaker serves businesses worldwide with a network of dedicated and experienced professionals whose mission is to make a difference. Visit [www.quakerchem.com](http://www.quakerchem.com) to learn more.

### About QAdvantage

QAdvantage delivers the power of Quaker Chemical's products and services, tailored to fit each customer's unique needs, in North America, by building responsive partnerships and providing knowledgeable, targeted advice. Products that fit, services and advice that matter, all backed by an experienced team that is ready to deliver the value of Quaker Chemical's products. For more information on QAdvantage, visit [www.QAdvantage.com](http://www.QAdvantage.com)

SOURCE Quaker Chemical Corporation

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