

Innovate

# Master Chemical Corp. Announces Name Change to Master Fluid Solutions

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*Perrysburg, Ohio, April 12, 2017* – Master Chemical Corporation, a 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."

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Mike McHenry  
CEO, Master Fluid Solutions

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 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, 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."

*Previously Featured on Master Fluid Solutions' website.*