



## **MRL HYDRAULICS LLC**

### **HYDRAULIC LUBRICATION SALES**

*“Environmental and process safety is our business ... our only business!”*

We want to take this opportunity to introduce ourselves and our products. Since our name is unfamiliar to the carwash industry, we thought that a formal introduction was in order. MRL HYDRAULICS LLC is a synthetic lubrication fluid blender and supplier; in other words we sell synthetic hydraulic fluids. You might ask why we need another fluid supplier in the carwash hydraulic business. The answer is quite simple, with only a few rare exceptions; the other synthetic fluid suppliers servicing the carwash industry don't know what they are doing. From the time that water based hydraulic fluids were first introduced to the carwash industry in the mid 1990s, you, the distributors, dealers, and your customers have been their guinea pigs. They developed applications by trial and error. This resulted in many applications that were misapplied resulting in a number of costly failures, leaving many with a “bad taste in their mouth” for synthetic hydraulic fluids. This has led many in the carwash industry to regard water based hydraulic fluid suppliers and their products with suspicion and distrust, and they have rightfully gained a reputation that is not much better than a snake oil salesman. Now don't get us wrong, we agree that water based hydraulic fluids are a possible solution to a number of carwash owner/operators problems, but what we don't agree with was how it has been marketed and applied in the past. To begin with, not all conveyor and soft cloth systems are right for water based fluids. What makes MRL any different?

To begin with, MRL was founded by a group of professionals from a wide variety of industrial backgrounds; including chemical engineers, lubrication specialists, mechanical engineers and fluid power specialists. Some were already retired, others approaching retirement and some still active in their disciplines. This group of “old men” was sitting around discussing the future of synthetic lubricants and identified a need for a different approach in the fluid supply business, specifically synthetic lubricants. With a keen awareness of the changing nature of environmental conditions, existing and upcoming environmental regulations, and the need to provide more eco-friendly lubricants; it was decided to get into the fluid supply business. Not wanting to be just another supplier, which there already is too many, it was decided to specialize in hydraulic lubricants that are environmentally safe, product safe, process safe, and people safe. Thus, in 2006 MRL was born. We took it a step farther by combining our fluid power expertise with our lubrication experience to offer the first service that combines both fluid power applications fitted to fluid supply. In other words, we not only know the fluids but how they can best be used in hydraulic systems. More important yet, we know when they shouldn't be used. Our initial focus was on food and general industry systems. However, in early 2007 we acquired Aqualics LLC, a carwash fluid blender and supplier, known for their product ENVIRO-BLUE™. With this acquisition, MRL decided to enter into the carwash hydraulic lubricant blending and supply business. We have spent over a year in preparation to enter into the carwash industry. We are now ready.

In the year since teaming up with Aqualics we have taken a number of important steps. We took Aqualics small blending process and modernized it, expanded it, built a tank farm, and moved to a new location in a 160 year old renovated mill in Cumberland, RI. We have made long term agreements with some of the largest chemical companies in the world to supply our base products. We have built a website that is useful to those in the field that not only tells about our products, but specific applications, installation procedures, and maintenance guides. We have implemented a “blend to order” process where we do not stock any finished products, but blend only after we have received an order, thus controlling costs and reducing production time; getting you the materials on a **Just In Time** basis. We have put in place specialists to assist in application analysis, fluid power engineering, and customer service. Finally, in the little over a year since acquiring Aqualics we have developed a new carwash hydraulic lubricant, **ENVIRO-GREEN II®**. MRL now offers two products to the carwash industry; **ENVIRO-BLUE®** and **ENVIRO-GREEN II®**. What are the differences?

1. ENVIRO-BLUE® was developed in the late 1990s and represents the best of a second generation carwash hydraulic fluids. Whereas, ENVIRO-GREEN II® is a third generation synthetic hydraulic fluid with many additional advantages. However, both contain the "Leak Spotter" feature first introduced with ENVIRO-BLUE®.
2. ENVIRO-BLUE® and ENVIRO-GREEN II® are colored differently to distinguish between the two lubricants. ENVIRO-BLUE® retains its distinctive blue color, which now has become a carwash industry standard; whereas, ENVIRO-GREEN II® is colored "Eco-Green".
3. ENVIRO-BLUE® is blended from a non-renewable petroleum based DEG, while ENVIRO-GREEN II® is blended from a non-petroleum renewable base.
4. Because of the differences in the bases, while both products are "readily biodegradable"; ENVIRO-GREEN II® degrades more rapidly making it a more eco-friendly product.
5. Although both ENVIRO-BLUE® and ENVIRO-GREEN II® are considered to be minimally toxic; the fact that ENVIRO-GREEN II® is blended from the same base as personal care products, it is even less toxic making it safer to handle and store.
6. Since ENVIRO-GREEN II® is made from a non-petroleum renewable base; it is not as sensitive to the price fluctuations of the oil market. MRL decided to pass any savings on to the customer; therefore, ENVIRO-GREEN II® is priced more competitively than any 1<sup>st</sup> and 2<sup>nd</sup> generation water based fluid in the carwash market.

Other features of ENVIRO-GREEN II®:

- As with all carwash dedicated water based hydraulic fluids; ENVIRO-GREEN II® can simply be rinsed off the vehicle surface with fresh water.
- ENVIRO-GREEN II® is safe for water reclaim systems.
- ENVIRO-GREEN II® can be used as a "make-up" fluid in systems already containing older generations of water glycol hydraulic fluids. Transitioning from older generation fluids to ENVIRO-GREEN II® is easy. In systems that contain older generation fluids, by using ENVIRO-GREEN II® as the make-up fluid the system can be eventually purged of the older generation fluid. No draining of the system, no cleaning the system, and no change in maintenance procedures. Truly hassle free.
- ENVIRO-GREEN II® has an extremely low pour point (< -40° F), making it great for isolated unheated equipment rooms. It eliminates the need for reservoir immersion heaters or expensive space heating so often needed with similar applications using mineral and vegetable based hydraulic fluids. A real energy saver.
- Because ENVIRO-GREEN II® is a water based fluid it has better heat transfer characteristics than oils and a better bulk modulus (transmits energy better), which provide more energy efficient systems.
- Although most carwash owner/operators don't think about needing a fire-resistant hydraulic fluid; the use of such, like ENVIRO-GREEN II®, can result in a better risk category with insurance underwriters gaining a possible savings.

When thinking of hydraulic fluid for carwashes; MRL HYDRAULICS LLC would like to be the one that comes to mind. We are ready to provide you with products, service and support to enhance your value to your customers. Give us a call or visit our website to get a full understanding how we can help your business.

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