



Quaker Chemical Unveils New Brand Identity

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It's what's inside that counts™ campaign message targets heavy industry

CONSHOHOCKEN, Pa., Sept. 10, 2012 /PRNewswire/ -- Today, Quaker Chemical Corporation (NYSE: KWR), a global provider of [process fluids](#), is debuting its new integrated marketing campaign which encompasses an updated brand identity, logo and tagline.

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

Quaker believes that, in addition to an excellent product offering, a customer-intimate approach to business is equally as important. Customers partner with Quaker not only because of their excellent products but also because of their people – whose expertise, quality service and attention to detail can help Quaker's customers optimize their production processes. Quaker's new branding campaign – debuting at the [IMTS](#) show in Chicago, IL, and the [International Engineering Show in Brno, Czech Republic](#) this week – features bold, graphic elements and intimate black and white portrait photography paired with simply-stated mottos.

"Since 1918, Quaker has been an integral part of the growth of some of the world's largest industrial companies," said D. Jeffrey Benoliel, VP Global Metalworking and Fluid Power at Quaker. He further commented, "This evolution of our brand identity emphasizes our most important and consistent competitive advantage: formulating products and service solutions for our customers through the innovation, expertise and experience of our people."

As part of the new brand identity program, Quaker's 10 year-old logo has been refreshed to reflect a new, modern logo - a "Q" inside an outer circle, which represents the integration of Quaker's people and products within its customers' businesses and graphically depicts the tagline, It's what's inside that counts™.

"Quaker has been in business for a long time, serving critical production processes in the global manufacturing sector. This new brand identity is not a radical change, but simply better communicates who we are as a company and tells a consistent story in all markets and all segments around the globe," states Michael F. Barry, Quaker's Chairman, CEO and President.

Gyro New York worked with Quaker on the development of their new brand identity and marketing campaign. Quaker's new brand will be announced through online advertising, direct mail, print ads, event marketing and PR to fully support the launch.

Quaker Chemical Corporation is a leading global provider of process chemicals, chemical specialties, services, and technical expertise to a wide range of industries—including steel, aluminum, automotive, mining, aerospace, tube and pipe, coatings and construction materials. Quaker's products, technical solutions, and chemical management services enhance customers' processes, improve their product quality, and lower their costs. Quaker's headquarters is located near Philadelphia in Conshohocken, Pennsylvania. For more information on Quaker Chemical, visit www.quakerchem.com.

SOURCE Quaker Chemical Corporation

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