



Quaker Chemical Launches New Website for QUINTOLUBRIC® Fire-Resistant Hydraulic Fluids

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CONSHOHOCKEN, Pa., Dec. 10, 2014 /PRNewswire/ -- Today, Quaker Chemical Corporation (NYSE: KWR), a global provider of process fluids chemical specialties and technical expertise, is debuting its new website <http://www.quintolubric.com> for its QUINTOLUBRIC® fire-resistant hydraulic fluids.



The new site has Quaker's Fluid Power products listed by hydraulic fluid category

- HFA – High Water Content Fluids
- HFC - Water Glycol Fluids
- HFD – Synthetic Water Free Fluids

And also provides in-depth content on Quaker's industry expertise and fire-resistant hydraulic fluid offerings for the aluminum, automotive/heavy equipment, bearings, die casting. General manufacturing, marine/offshore, mining, pit & quarry, power generation, steel, tube & pipe, and tunneling.

The new website embodies Quaker's brand, logo and tagline, and provides an improved user experience through:

- User friendly navigation menus
- Better access to technical materials, videos and brochures
- New pages with content on Quaker's industry expertise and description of its line of QUINTOLUBRIC® fire-resistant hydraulic fluids

Furthermore, the site was built using a responsive web design (RWD) approach providing an optimal viewing experience; easy reading and navigation, and minimal need for resizing, panning or scrolling across a wide range of devices – from mobile phones to desktop computer monitors.

The new site better communicates who Quaker is as a company and the support that the QUINTOLUBRIC® line of fire-resistant hydraulic fluids can provide to industrial operations. For the full experience visit <http://www.quintolubric.com>.

About Quaker Chemical Corporation:

Quaker Chemical Corporation 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 quakerchem.com to learn more.



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SOURCE Quaker Chemical Corporation

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