

DuPonts Brand Story

For more than 200 years, DuPont has been synonymous with scientific and technological breakthroughs for large-scale industries but also for life-changing consumer innovations.

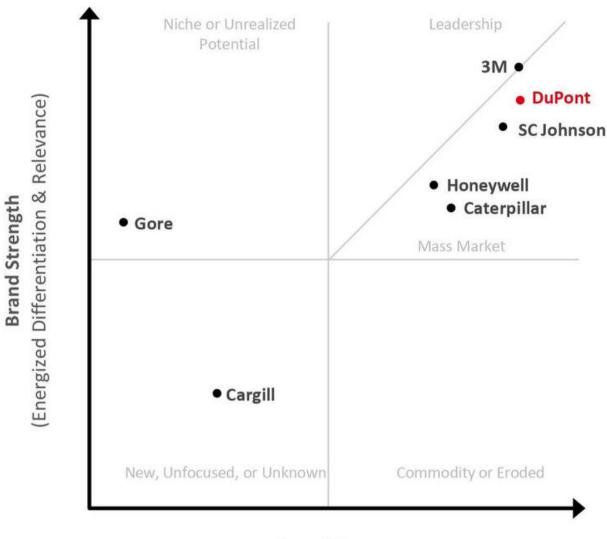
DuPont knows that complex problems don't require complex solutions and that what consumers need more than anything are innovative and simple solutions for solving everyday problems without compromising quality.

In partnering with DuPont, you are carrying on the legacy of DuPont's experience in and vision for solving the essential problems of modern consumers through innovation made simple.

Iconic Brand in Demand

DuPonts history of iconic inventions earned them a reputation as a trusted and experienced leader across industries.

As a DuPont partner, you will build off that trust and confidence across geographies and generations.



Brand Stature (Esteem & Knowledge)

82% Awareness (Unaided)

81% Purchase Intent (Exposed)

200 + Years of History



DuPont™ Lubricants Product Range

















What is Non-Stick Ceramic Technology?

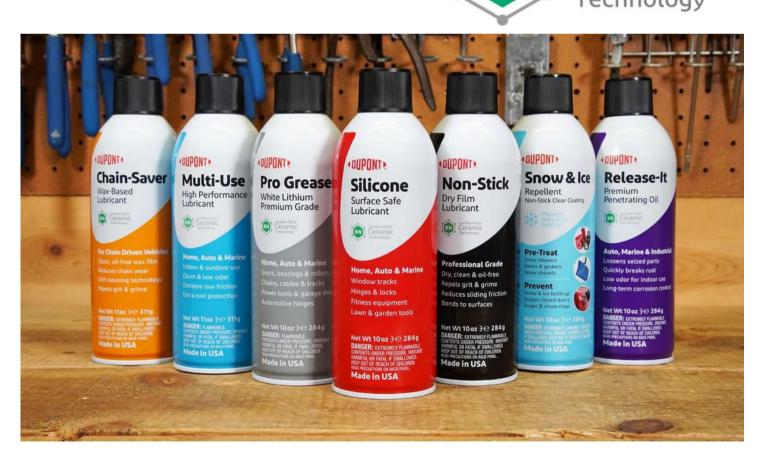


with Non-Stick

- DuPontTM Lubricants are formulated with advanced Non-Stick Ceramic Technology.
- Non-Stick Ceramic Technology is the next generation for high-performance fluoro-free boundary lubrication. Nano-ceramic boron nitride particles embed themselves in the asperities of frictional surfaces to reduce friction in extreme conditions.
- This innovative technology works synergistically with base ingredients to deliver both improved performance and a significant reduction in wear.

Why is Non-Stick Ceramic Technology so important?

- Extends lubricant life
- Provides enhanced lubricity
- Increases the operating temperature range
- Improves water resistance
- Limits dirt build-up
- Reduces wear



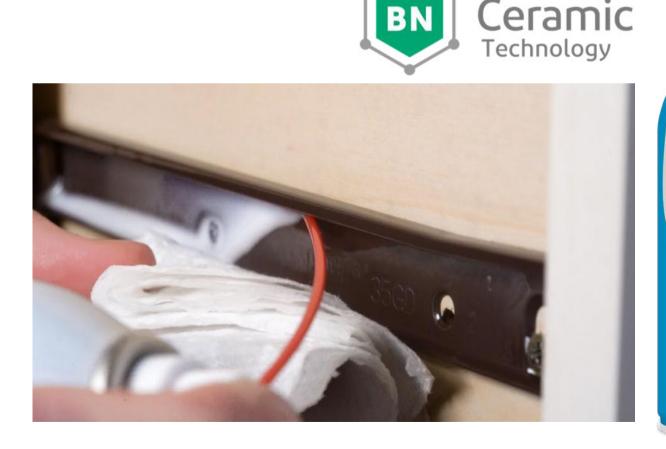
Multi-Use High-Performance Lubricant



High-performance formula infused with Non-Stick Ceramic Technology to lubricate, repel water, extend lubricant life, and provide rust protection. Contains extreme pressure anti-wear additives and operates from -30°F to +300°F. Contains calcium sulfonate for enhanced rust protection. Clean, low odor, and safe for indoor and outdoor use.

Common Uses Include:

- Hinges & Latches
- General Lubrication
- Locks
- Threaded Parts
- Winches & Pulleys
- Garage Doors
- Window & Door Tracks
- Tools



with Non-Stick



Silicone Surface Safe Lubricant



The first silicone formulation to take advantage of both silicone and Non-Stick Ceramic Technology. These performance ingredients work synergistically to outperform conventional silicone sprays. This clever formula lubricates, waterproofs, preserves, and protects. Use on rubber, plastic, vinyl, leather, metal, and wood. Performs in extreme operating temperatures ranging from -40°F to +500°F.

- Gears & Rollers
- Waterproofing
- Power Equipment
- Rubber Moldings
- Tools
- Treadmills
- Snowblowers
- Sliding Doors





Non-Stick Dry Film Lubricant



This unique, high-performance dry-film lubricant features DuPont's patented Non-Stick Ceramic Technology with nano-sized boron nitride particles. It is low odor, super clean, leaves no oily residue, and has no competitive equivalent. Proprietary DuPont™ binders ensure a strong bond to all frictional surfaces. Non-stick prevents sawdust buildup on saws, and grass buildup on mowers, and significantly reduces wear on frictional surfaces.

- Saw Blades
- Benchtop Planers
- Jointers
- Precision Gears
- Sliding Surfaces
- Table Saws
- Assembly Parts
- Drill Bits
- Lawn Mowers

- Snow Blowers
- Hand Tools
- Electrical Switches







Chain-Saver Wax-Based Chain Lubricant



This patented, self-cleaning, wax lubricant is formulated specifically for chains. It sheds dirt while chains are in use to keep them clean, performing better and lasting longer. Nano-Ceramic particles and molybdenum, provide boundary protection for high pressure capability. Chain-Saver delivers exceptional anti-corrosion properties and will not fling off at high RPM. Highly rated by Motorcycle Consumer News.

Common Uses Include:

- Industrial Chains
- Motorcycles
- ATVs
- Bicycles
- Tractors
- Dirt Bikes
- Farm Machinery



with Non-Stick



Release-It Premium Penetrating Oil



Provides long-term rust and corrosion protection. This advanced chemistry formula delivers best-in-category penetrating performance. Use to free up rusted and highly corroded parts. The inclusion of Non-Stick Ceramic Technology helps parts separate more easily and provides a low-friction film for ongoing lubrication.

- Frozen Components
- Stiff Chains
- Marine Equip.
- Winches
- Rusted Bolts
- Springs & Coils
- Tool Protection
- Pulleys







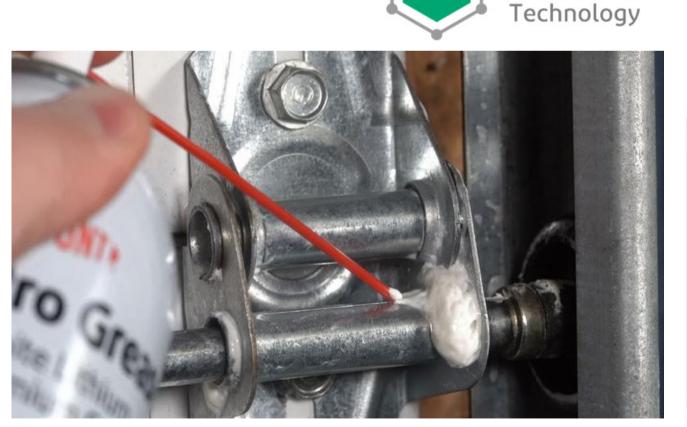
Pro Grease White Lithium Premium Grade



Formulated with a complex, high-performance Lithium Grease for enhanced extreme-pressure protection. Non-Stick Ceramic Technology improves water repellency and lowers the friction coefficient. This specialty Professional Grease is clean, low odor and will not freeze, wash off, or break down under heavy load. Operates from 0°F to +400°F.

Common Uses Include:

- Vehicle Hinges
- Latches
- Axels
- Garage Doors
- Couplings
- Fan Motors
- Bearings
- Springs & Coils



with Non-Stick

eramic



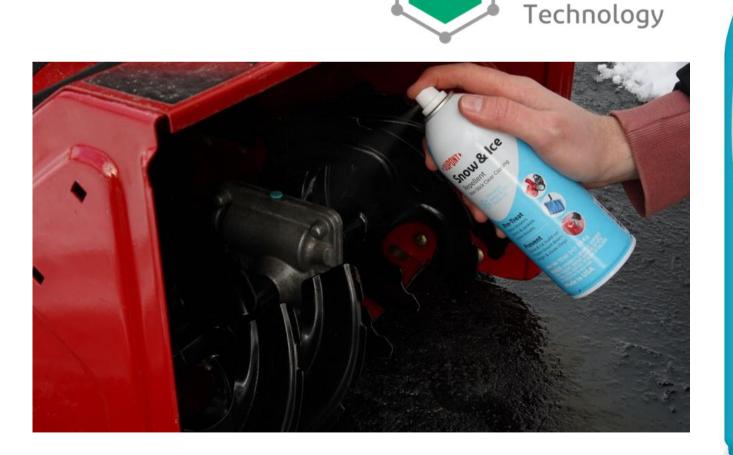
Snow & Ice Non-Stick Clear Coating Repellent



DuPont™ Snow & Ice Non-Stick Repellent delivers a hydrophobic coating that is enhanced with Non-Stick Ceramic Technology. This unique formula helps prevent snow and ice build-up on automotive undercarriages, wheel wells and mud guards. Lubricates and protects locks and latches in extreme cold or wet conditions. Additionally, Snow & Ice Repellent helps prevent augur jams and chute clogging on snow blowers & snow shovels.

Common Uses Include:

- Snowplows
- Snow Mobiles
- Snow Blowers
- Latches & Hinges
- Locks
- ATV's
- Shovels
- Gutters & Leaders





with Non-Stick

Degreaser Chains, Gears & Industrial Parts



This fast-acting and low-odor degreaser dissolves grease, grime, dirt, wax, & sawdust buildup to leave a clean surface without the need for water rinsing. It's made with 100% biodegradable and 100% active ingredients. Each ingredient is rated 'inherently biodegradable' (>20%, <60% degradation within 28 days). It's tough on grime but safe on components and the environment.

- Table Saws
- Chain Saws
- Lawn Mowers
- Industrial Chains
- ATV's
- Farming Machinery
- Industrial Parts
- Hand & Power Tools
- Drill Bits
- Precision Gears







Pro Clean PremiumCleaner Degreaser



Delivering best-in-category cleaning power and a full commitment to user safety & eco-responsibility. Use full strength on stubborn grease and grime. A concentrated formula, dilute with 20+ parts water for lesser soils. Non-toxic, biodegradable, free of dyes and fragrance. Safe for use indoors and outdoors. Approved for use in food production facilities.

- Automotive Engines
- Motorcycle & ATV Chains
- Industrial Parts
- Watercraft
- Lawn & Garden
- Kitchen
- Bathroom
- Floors & Decking







Thank you

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