



For Immediate Release

Press Release

MicroCare Launches New Website to Help Companies Improve Save Money and Improve Worker Safety

MicroCare Corp., the industry's leading manufacturer of critical cleaning, coating and lubrication products, has launched a new website for companies which are currently using the popular solvent normal propyl bromide (nPB). The goal of the new web site is to help companies reduce operating costs and enhance worker safety with this chemical, as well as to introduce new cleaning technologies to those companies. The new website also offers information and advice on those looking to change from TCE, perc and methylene chloride to newer, safer alternatives.



MicroCare has been helping customers since the 1980s to use nPB and other solvents safely, quickly and cost-effectively in their vapor degreasers. nPB is an industrial cleaner based on the element bromine. In the mid-1990s the toxicity value of nPB was set at 100 parts per million, which is low but manageable. Today the toxicity rating has been lowered to one part per ten million, with cancers and reproductive issues related to over-exposures. Regulatory bodies around the globe are looking to eliminate nPB, TCE, perc and methylene chloride within the next few years. The new web site helps companies learn about this transition and manage the process successfully.

The information on the site is presented at two levels. First, some companies are buying these old-style solvents without any technical support or professional guidance, and they have been known

to use them incorrectly in their vapor degreasers. This “information gap” has many serious effects, from sub-optimal cleaning results, excessive costs, equipment damage, environmental damage and worker safety concerns.

“A safe cleaning environment is, by definition, an efficient and cost-effective cleaning environment,” noted MicroCare Chief Operating Officer, Tom Tattersall. “Nobody has more expertise in critical cleaning than MicroCare, and with our experience of over 300-man years in vapor degreasing, nobody knows solvents and the right way to use them better than MicroCare.”

By changing from their current vendor to MicroCare, the technical insights and expertise available at MicroCare will be brought to bear on the client’s cleaning situation. MicroCare will help ameliorate any performance, cost or safety issues. This is a credible plan because MicroCare is a great source of experience and expertise about vapor degreasing: as Mr. Tattersall noted, the company has more than 300 years of combined vapor degreasing expertise within the staff.

“The toxicity standards for these products are being tightened and their use will become problematic,” explains Mike Jones MicroCare Vice President. “We know there are a lot of people out there who are concerned about using the product but don’t know who to ask for help. This web site is engineered exactly for them.”

The second level of the web site is for those companies which have decided to replace their old-style cleaners. Today, there are many efficient, safe and affordable new cleaning chemistries that can replace nPB, TCE and the others. But they are not always “drop-in” replacements and changes in hardware or procedures may be required. MicroCare offers more choices of replacement chemistries than any other company in the industry. No other supplier can match this expertise.

“This web site isn’t about selling. It’s about helping,” Jones added. “Once people become aware of the risks and the liabilities from these cleaners, they always start looking for alternatives. Today there are many better, safer choices. This website helps companies to find the best alternative.”

MicroCare truly is the world’s expert in vapor degreasing and vapor degreasing solvents. The website is easy to navigate and loaded with a wealth of information to help make an informed decision on nPB replacements. MicroCare has provided all the information and advice to allow companies to make the right decision when it comes to nPB alternatives. There are new options that work as well, if not better, than current cleaning process.

For more information, visit: www.npbreplacements.com

ENDS

MicroCare Corporation

595 John Downey Drive, New Britain CT 06051 USA

Tel: +860.827.0626 Fax: 860.827.8105 In North America, dial +1 800.638.0125 Email: TechSupport@MicroCare.com

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For further information contact:**MicroCare Corp.**

595 John Downey Drive, New Britain CT 06051 USA

Tel: +860.827.0626 Fax: 860.827.8105 In North America, dial +1 800.638.0125

Email: TechSupport@MicroCare.comOn the web at www.MicroCare.com

Editor's Notes:

Since 1983, MicroCare has been the leading manufacturer of cost-effective, environmentally-progressive products for precision cleaning, coating and lubrication. These products are supplied to a wide variety of industries, such as electronics, metal finishing, transportation, photonics, medical devices and aerospace with a goal of helping clients improve their own products, their quality and their processes. MicroCare also features the industry's leading product stewardship program, helping companies to be certain they are using these products properly, safely and economically.

MicroCare Corporation has an ISO 9001-2008 registered quality system and is continually improving and expanding its innovative range of products ensuring it is the favoured choice globally. MicroCare Corporation includes the MicroCare®, Sticklers® and MicroCare Medical® products among its many brands.

For all media enquiries contact Sally Stone, sally@hartmarketing.com,

*Hart Marketing International Ltd, Unit E South Barn, Efford Park, Milford Road, Lymington SO41
OJD United Kingdom T: +44 (0)1590 674460*

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595 John Downey Drive, New Britain CT 06051 USA

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