



# Press Release

FOR IMMEDIATE RELEASE

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## **QMAXX INTRODUCES SALT LUBE PEN AT ICAST Precision Application of Maximum Rust and Corrosion Protection Becomes Even Easier**

*Orlando, FL—July 12, 2017—* When you want to apply rust and corrosion protection that cleans and lubricates with pinpoint accuracy, forget the sprays and reach for the pen. QMaxx SALT maximum saltwater protection is now available in a soft-tip lube pen.

### **QMaxx SALT Lube Pen Seen at ICAST**

This week, at the ICAST 2017 sportfishing trade show, QMaxx Products Group is showcasing its new lube pen. “The SALT Lube Pen is about the size of a felt marker,” says Jason Luzar, VP of sales and marketing, “and is designed to give users the control to apply QMaxx protection exactly where it’s needed.” There’s no overspray. No waste. No mess.

Think of the SALT Lube Pen as fine-tip control for lubricating gears, small moving parts, sticking points and wherever you need extra lubrication against wear and tear. It’s perfect for fishing tackle. “The fact that it’s QMaxx SALT means you also get the cleaning power and rust and corrosion protection people expect with QMaxx,” says CEO David McCreery.

The QMaxx SALT Lube Pen is available now through retailers and also through QMaxx online: <https://www.qmaxxproducts.com/product/salt/>. See it at the Rockfish Sports Booth 323.

### **Making a Splash at ICAST (Booth 323)**

For years, QMaxx gun cleaning oils have been the favorites of professional shooters, firearms manufacturers and gunsmiths. QMaxx is now gaining the support of commercial fishing captains and interest among marine manufacturers.

“The marine market is a logical move for us,” says McCreery. “With our patented water displacement technology and superior rust and corrosion inhibitors, QMaxx is the all-in-one formula that can fight saltwater corrosion as effectively as it has the caustic properties of gunpowder.”

And QMaxx is getting the word out: QMaxx is a sponsor of the 2017 season of Capt. Rick Murphy’s *Chevy Florida Insider Fishing Report* (<http://ChevyFloridaInsiderFishingReport.com>). QMaxx is growing its presence on the shelves of Florida marine retailers. And QMaxx is making a strong showing at ICAST.

At the request of QMaxx distribution partner Rockfish Sports, top QMaxx representatives are on hand at Booth 323 to talk about the family of QMaxx products, the patented technology and demonstrate the new SALT Lube Pen. They are also hosting a Thursday afternoon reception; invitations available by talking with a QMaxx Representative. They’re even providing a sneak peek at a new product soon to be available on the boating market.

### **Why QMaxx is Different**

Unlike other oils and lubricants, QMaxx is heavier than water. So water doesn’t just bead up on surfaces; it’s displaced. QMaxx then forms a superior protective barrier by bonding with metal at a molecular level.

There’s NO oily or tacky residue. NO silicone. NEVER a waxy buildup. Just long-lasting protection that improves the more you use QMaxx.

QMaxx products are available in formulations designed for a wide range of extreme environmental and working conditions. And QMaxx comes in aerosol, pump and trigger-spray bottles, pre-treated wipes and lube pen applicators.

### **About QMaxx Products Group**

Since 2010, the QMaxx Products Group has been developing patented, anti-corrosion, water-displacing technology to protect metal equipment, machinery and parts for the industrial, military and consumer markets.

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