



Press release

Klüber Launches Interactive Website

New website features industry-specific rollover graphics, product recommendations, downloadable data sheets, and resource pages for lubrication information

Londonderry, NH – (April 15, 2009) – Klüber Lubrication, a worldwide manufacturer of specialty lubricants, announces the launch of its interactive website www.klubersolutions.com.

The site allows users to navigate through industry-specific categories – including [automotive](#), [baking](#), [beverage](#), [cement](#) and [wind power](#) – to find product information in an intuitive and user-friendly way.

Each industry page features an interactive rollover-enabled graphic of a typical production line or machine system. Users can scroll over various areas of the graphic to highlight key "lube points" and see the recommended product solutions for that specific step of production. Users also have the ability to download technical data sheets for each product, which offer technical product information, application notes, diagrams, and information on shelf life, pack sizes and usage guidelines.

Key features of the website include:

- Ability to scroll over an entire manufacturing/production line to identify key lubrication points at every step of the production process and see a list of recommended lubricant solutions.
- Downloadable technical data sheets.
- "Lubrication Insights" – an online resource page for relevant lubrication topics.
- Online shopping tool for easy ordering.



To learn more about Klüber's new interactive website, visit www.klubersolutions.com.

Klüber Lubrication, a worldwide manufacturer of specialty lubricants, has long been on the cutting edge of lubricant technology. For more than 75 years, we have been committed to providing tribological solutions for our customers, by manufacturing and supplying specialty lubricants for extreme applications. Our lubricants succeed where conventional lubricants fail. Our philosophy of product innovation demands that we work cooperatively with our customers and has earned us the reputation of reliable partner and solution provider. With representation around the globe, and a product portfolio of more than 2,000 standard lubricants, Klüber's products and services are available wherever and whenever they are needed. Lubrication is our World!

Klüber Lubrication North America L.P.
32 Industrial Drive
Londonderry, NH 03053
(T) 603.647.4104
(F) 603.647.4106
www.kluber.com

Klüber Editorial Contact:
Christine Keyes
Marketing Services
603.647.4104, ext. 121
christine.keyes@us.kluber.com

Godfrey Public Relations:
Sarah McCaughey
PR Account Manager
717.393.3831
sarahm@godfrey.com