

## Clear Grease Guns Now Available for Purchase Online

Lubrication Engineers Adds E-Commerce Capability to Revamped Microsite

**FORT WORTH, Texas (March 10, 2010)** – After launching its Clear Grease Gun product line in March 2009 and achieving a solid first year of sales, Lubrication Engineers, Inc. is further bolstering its investment with a complete revamping of the microsite dedicated to this product line, including the addition of e-commerce capability.

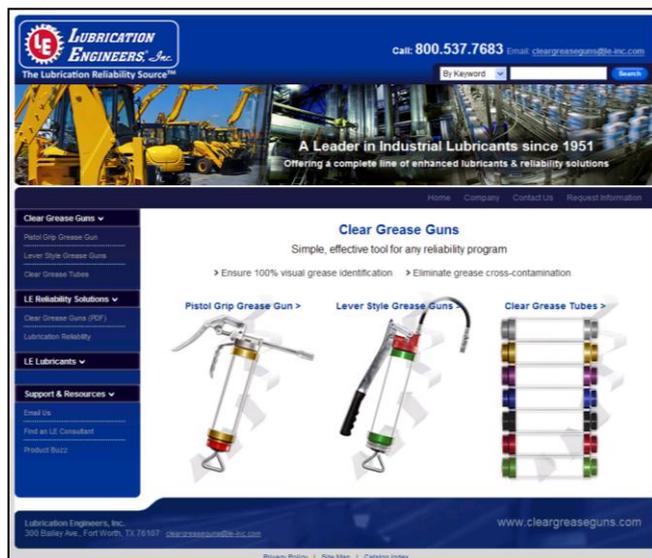
As of March 8, the revamped [www.cleargreaseguns.com](http://www.cleargreaseguns.com) site is fully functional and allows customers to obtain information about LE's Clear Grease Guns and Clear Tubes, and to purchase them for shipment anywhere in the United States. Developed in partnership with ThomasNet, the site offers a dramatic improvement in look, functionality and organization of information. Visitors can search for products by keyword or part number; review detailed product specs; compare up to five products at a time, according to multiple attributes; and print PDFs and images. When they are getting ready to make a purchase, they can send a *Request for Quote* or buy the product online using shopping-cart technology.

“Since we went live with the previous Clear Grease Gun site a year ago, we have used advertising and other marketing vehicles to drive traffic to the site,” said Paul Grimes, marketing manager. “We

have received an enormously positive response. Clearly, people are interested in enhancing their reliability efforts with this new tool. Because of this excitement, we wanted to create a faster, more convenient way for customers to obtain information and order this product.”

Lubrication Engineers produces enhanced industrial and automotive lubricants and markets these lubricants – and lubrication reliability products such as the Clear Grease Guns – through a network of independent contractors across the United States. Selling products via the Internet is new to LE, but the company decided the time and product were right to take this step.

“The Clear Grease Gun product line is ideal for selling online,” Grimes said. “It is easy to understand and low cost enough for an interested customer to try with little risk.”





### **Clear Grease Guns**

An estimated 60 to 80 percent of bearing failures are caused by grease cross-contamination. Clear Grease Guns are a simple, cost-effective solution for eliminating these mistakes, enabling industrial operations to enhance their lubrication standards, accountability and safety awareness. Available in pistol grip and lever style versions, the grease guns come with hard pipe extensions as well as 12-inch whip hoses. The high-impact, fracture-resistant tubes are available for purchase with the Clear Grease Guns or separately to fit many existing grease gun styles. The collars are made of durable T6061 aircraft aluminum and come in a variety of colors for secondary identification. A version of LE's Clear Grease Guns has been approved for use by all branches of the U.S. Military.

### **About ThomasNet**

[ThomasNet](http://www.ThomasNet.com) (www.ThomasNet.com) is the leading online destination connecting industrial sellers and buyers worldwide. Buyers from Fortune 500 companies, the government, the military and more depend on ThomasNet to search for and purchase the products and services they need. ThomasNet provides access to over 607,000 industrial companies, indexed by 67,000 product and service categories.

ThomasNet offers proprietary web-based technology to help industrial businesses increase sales, expand into new markets and improve efficiencies—ultimately succeeding in today's online environment. The company has more than a century of experience in the industrial market, and conducts ongoing research on buyers' and sellers' needs. ThomasNet has helped thousands of clients improve their sites and generate new sales revenues with its Navigator Platform – which includes online catalogs, CAD drawings, e-commerce capabilities, content syndication, tracking/analytics, and more.

### **About Lubrication Engineers**

A leader in lubricants since 1951, Lubrication Engineers, Inc., manufactures and markets premium lubricants formulated from highly refined base oils. Enhanced with LE's proprietary additives, these oils provide unmatched performance in nearly any application operating in normal to severe conditions. Lubrication Engineers manufactures its lubricants in an ISO 9001 certified quality system at its plant in Wichita, Kan. With its comprehensive offering of versatile lubricants and related reliability products – available worldwide – LE provides its customers with increased profitability through longer equipment life, extended service intervals, reduction in energy use, fewer repairs and less need for inventory. Call 800-537-7683 or visit [www.le-inc.com](http://www.le-inc.com) to learn more about LE and its products, or to get in touch with an LE lubrication consultant.

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