



# CYCLO Advantage Distributor Newsletter

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VOLUME 1

## Distributor Training and Seminars

1. *MAG and Todd Machinery hosted a seminar on **Machining Titanium** for potential new machine customers.*

2. *Contact MAG's Productivity Regional Sales Manager on setting up **CYCLO COOL** and **CYCLO CUT** Seminars and Training*

3. *Become a **CYCLO COOL** Certified Technical Specialist by Attending **MAG Advance CYCLO COOL MWF Training**.*

## Recent MAG News Articles

1. **Industry Week**  
"Reorganizing For Machining Solutions"  
<http://www.industryweek.com>  
Article ID 19338

2. **MMS Online Articles**  
[CYCLO CUT Cutting Tools](#)  
[CYCLO COOL 900 Series](#)  
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 **WYLCUT-SWIFT**  
**CYCLO CUT**



**CYCLO COOL**

As MAG continues to grow the Productivity Solutions business, consisting of CYCLO COOL metalworking fluids, CYCLO CUT cutting tools and Application Support Services, MAG will rely more and more on distribution to help service MAG accounts. This newsletter will outline MAG's Productivity Solutions successes, products and services, and will provide insight on available training, distributor programs and promotions.

MAG greatly appreciates and welcomes all new Productivity Solutions distributors, and looks forward to working with new machine distributors on increasing value to new machine sales by providing **Tooling Certificates** and **No Charge CYCLO COOL Trial Material**. For more information on this offer, please contact your local regional sales manager.

## PRODUCTIVITY SOLUTIONS NEWS

### CYCLO COOL Metalworking Fluids

While real world data has indicated preventative maintenance produces huge cost savings by minimizing machine downtime and lost production, a gap exists between lower maintenance cost and increase production with the usage of premium metalworking fluids. MAG is already producing excellent results in bridging this gap.

Most recently, a heavy equipment manufacture was experiencing multiple problems ranging from biological control, hard tacky residues, machine downtime due to sensor failures, ball screw corrosion, along with severe nonferrous galvanic corrosion. MAG recommended and successfully tested CYCLO COOL 1800 semi-synthetic against four other competitors' product ranging from synthetics to heavy soluble oils.

MAG has been awarded two 18,000 gallon Central System with CYCLO COOL 1800.

### CYCLO CUT Cutting Tools

With a portfolio of more than 14,000 unique tool types, MAG's CYCLO CUT product range covers virtually all metal cutting applications. Products include indexable milling tools, rotary cutting tools and tool holders for roughing, semi-finishing and finishing operations in the aerospace, automotive, heavy equipment, medical, woodworking, circuit board fabrication and general machining industry.

## DISTRIBUTORS SUCCESSES

MAG congratulates Hillary Machinery, located in Houston, Texas, for obtaining CYCLO COOL business with a key oil industry manufacture leader.

Mike Bachmann with Hillary Machine, a legacy new MAG machine distributor, notices the value of adding the CYCLO COOL and CYCLO CUT product line and quickly became a Productivity Solutions Distributor. Mike aggressively started targeting key new machine customers and presenting the benefits of using CYCLO COOL cutting fluids on legacy MAG equipment. Within a very short period of time Hillary obtained four metalworking fluid trials and landed one major fluid account that is estimated to be within six figures of yearly metalworking fluid business.

Congratulations to Hillary and Mike Bachmann! MAG looks forward to a long, successful relationship with all the personnel at Hillary.