

For Immediate Release

SUPERIOR FORMULATIONS LLC ANNOUNCES LINE OF "INSTANT" SLAB DIPS

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Scarborough, ME – "Add your own water" is the mantra at Superior Formulations LLC, creators of the OverCoat™ line of slab dips. Based on conventional calcium and zinc stearate, calcium carbonate, and kaolin, these innovative products provide enormous freight savings, significant savings in floorspace, vastly improved convenience, and complete elimination of product spoilage, the need to protect from freezing, and having to recycle drums and totes.

The challenges were many, but the result is nothing short of a paradigm change for the industry. The OverCoat slab dips provide a uniform coating and outperform conventional slab dips. OverCoat slab dips don't foam, don't settle, and don't waste floor space with drums and totes primarily full of someone else's water.

"Back in the 50s and 60s, when the current slab dip technology was being developed, the big thing was 'instant.' Instant pudding, instant oatmeal, and even instant orange juice. A few years ago I started wondering, why not an instant stearate-based slab dip?" said innovator Nicholas Hill. While dips based on calcium carbonate or kaolin have been available in dry form for years, no one had developed a successful dry stearate-based dip.

Mr. Hill, a formulating chemist with more than 30 years in the industry, solved the "add your own water" problem for stearates. The Superior Formulations OverCoat slab dips are shipped dry, and hydrated on-site. The concept was a winner, but, obviously, rubber mixers and compounders are not in the business of hydrating dips. A piece was missing. So Nicholas enlisted his son, Kristopher, a seasoned computer hardware and software professional, to create the Constituter™ to complete the system. The Constituter meters the water, heats it to the proper temperature, adds an appropriate amount of OverCoat powder, and produces slab dip slurry on the plant floor.

"Shrinking a conventional slurry plant to the size of a drum was a challenge," says Kristopher, "but we've succeeded and surpassed our goal by completely automating the dip tank, as well." Powdered OverCoat is added to the Constituter's hopper, and the rest, including dip tank solids management, is fully automated. Kristopher designed and engineered a novel component that monitors the solids level in the dip tank in real time. Plant personnel are able to "dial in" the solids level desired. The Constituter does the rest, adding water or OverCoat slurry to the dip tank to maintain a stable solids level – another industry first. With this state-of-the-art level of integration and management, the Constituter behaves like another hand on the plant floor. "The Constituter is a 'set it and forget it' part of the team. It communicates in English and vocalizes important status information, for example, when the powder hopper is running low," added Kristopher.

The complete line of OverCoat slab dips is available now from Superior Formulations LLC, 31 Gorham Road, #1208, Scarborough, ME 04070. Constituters are provided free of charge. Please visit www.SuperiorFormulations.com for more information.

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