

WATER KOOLER

COOLING SYSTEM TREATMENT

PERFORMANCE MARKET PRESENTATION



SynMax University - www.SynMaxPerformanceLubricants.com





WATER KOOLER
COOLING SYSTEM TREATMENT

SynMax Water Cooler: Products & Packaging

Available in: 16oz Concentrate (6X Mini Case)
100% PREMIX Gallon (3X Case)





WATER KOOLER

COOLING SYSTEM TREATMENT

PREMIUM TREATMENT INCREASES PERFORMANCE:



Doubles+ the performance ability of water (alone)

- **Improves coolant system efficiency 5% -10%**
- **Improves heat transfer / convection capability**
- **Improves Nucleate & Film Boil Performance**
- **Reduces cylinder head & overall temperatures**
- **Reduces contamination of coolant passages**
- **Rust Protection (Steel)**
- **Corrosion Protection (Aluminum)**
- **Reduces foaming & cavitation**
- **pH Balance & Acidic Protection**
- **Electrolysis Protection**
- **Lubricates water pump bearings**
- **Conditions seals, rubber hoses & components**
- **Increases component performance & durability**
- **Allows more spark advance for increased power**





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SynMax Water Cooler : Product Application



16oz Concentrate is a 3 gallon treat rate to be used with either straight water OR (preferred 7.0 pH / distilled / purified WATER) *Hi-Performance straight water needs.*

or

with All Weather Glycol Anti-Freeze Mixture Double Strength Chemical Concentration (does not require two bottles only one) close or less than same price compared to

- * Red Line Water Wetter**
- * Royal Purple – Purple Ice**
- * DEI Radiator Relief**

Universal: Gasoline, Diesel & Inter-Cooler





WATER KOOLER
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SynMax Water Cooler : Product Application

Product Market Comparison

- * **Red Line - Water Wetter**
- * **Royal Purple - Purple Ice**
- * **DEI - Radiator Relief**



VS.





WATER KOOLER
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SynMax Water Cooler : Product Application



100% PREMIX is a single gallon treat rate (with 7.0 pH /distilled /purified water) Hi-Performance straight water needs.

DIRECT USE User does not have to worry about the correct mixture

or

*** Use with All Weather type Anti-Freeze with Glycol / Dex cool to create premium Hi-Performance 50/50 Mix. Less than same price compared to**

- * Redline Super Cool (64 oz)**
- * Be Cool**
- * Evans**





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SynMax Water Kooler : Product Application

100% PREMIX is a single gallon treat rate

***Use with straight type Glycol to create premium Hi Performance All Weather-Anti-Freeze 70/30 or 50/50 Mix (Less than 1/2 same price):**



VS.



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SynMax Water Cooler : Product Performance

**PLEASE REVIEW THE WATER KOOLER
PERFORMANCE TEST PRESENTATION.**

Private & Confidential Race Team Testing

**Roush Enterprises / Powertrain Engineering
ILMOR Engineering
Mc Gunegill Race Engines
and many others.**

**Successful Customer use in Radiators by:
C & R, Fuldine, AFCO, Griffin, Northern
Titan Racing Radiators (Lefthander Chassis)**



WATER KOOLER

COOLING SYSTEM TREATMENT

SynMax Water Cooler : Marketing

Quality Hard Copy & On Line Brochures
(though SynMax Website)

www.synmaxperformancelubricants.com

Coolant System Education Presentations

Technical Data & MSDS Documents

Test Data & Proven Tested Presentations

Professional Team Racing Experiences

Direct Customer Shipping Available.

WATER KOOLER

COOLING SYSTEM TREATMENT

100% Premix

1 US Gallon (3.78L)

Part# 052-99008

7.99



Water-Kooler - Coolant System Treatment.
Product Information:

- Protects the entire engine and radiator coolant system.
- Up to double the chemical additive concentration levels as compared to other comparable products.
- Premium thermal chemical & liquid cooling technology increases coolant system capability average of 10% (20F), while improving engine performance, efficiency & life.

Applications & Use:

- Extreme Duty Automotive Racing 100% Premix Formula (Use One Complete bottle)
- Standard Automotive Gasoline (Commercial and Trucking) mix 1:1 100% Glycol
- Heavy Duty Diesel (Commercial and Trucking) mix 1:1 100% Glycol
- Maximum protection: premix uses 7.0ph purified water

Features & Benefits:

- Up to double the heat transfer properties of water alone while enhancing a higher boiling point.
- Reduces coolant system / cylinder head temperatures & potential for overheating.
- Prevents foaming & cavitations by reducing air or vapor bubble formations.
- Performance inhibitor film / coating upon all metal & aluminum surfaces increases "slipperiness" for water to flow easier by reducing surface tension & friction.
- Electrolysis prevention through:
 - 1) Coating and Insulation of metal parts to prevent electrical current
 - 2) Acid and pH neutralization
 - 3) Prevention of galvanic corrosion.
- Water-Moly & Anti-Wear Technology lubricates & protects water pump bearing, seal and shaft.
- Water pump efficiency, performance and life increased.
- Cleansing & anti-oxidation prevention including erosion, corrosion, rust, scale deposits & pitting.
- Environmentally Friendly, Non-Toxic & Non-Corrosive when used in proper concentration.
- PH Neutralization of harmful acids to prevent glycol (anti-freeze) "green goo" or chemical break down.
- Will not affect gaskets and hoses.
- Will not lower coolant freeze point, nor to be used as a substitute for glycol (anti-freeze) alone.
- Always use distilled or R/O purified (pH 1 acid neutral) water to reduce impurities and contaminates which also increases treatment / chemical performance within the coolant system.

Product Market Acceptance

Competition market leader for coolant system treatment is Red Line Water Wetter -

When Customer was presented with SynMax Water Kooler:

Test Data & Personal Race Experiences

Costs are equal to less dealer pricing.

No need for double treatment = 1/2 application cost

Advanced chemical formulation – experienced no more foaming

Repeatable & Consistent Performance

When Customer experiences the SynMax Water Kooler Product Historically they did not return /repeat purchasing the Red Line .

This was determined by Lefthander Chassis historic corporate sale numbers from 2009 & 2010 – for every thousand units of SynMax Water Kooler purchased – equal amount of Competitive products (Red Line -Water Wetter, Royal Purple -Purple Ice, etc) were equally NOT purchased.

Further note which effected sales numbers: historic purchases for every one bottle of SynMax = two bottles of Red Line Water Wetter



VS.



SynMax Performance Warehouse Sales

**SynMax desires to provide DISCOUNT VOLUME PRICING
(call for current) FOR dealer - warehouse distribution.**

Water Kooler 16oz Part# 99007

Retail Price \$8.99

Quantity Unit Volume 450*

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Water Kooler Single Gallon PREMIX Part# 99008

Retail Price \$7.99

Quantity Unit Volume 171*

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PRESENTATION END



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