

Why DeoxIT® Products are Different

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EASY AS 1-2-3

1. **DeoxIT®** - Contact Cleaner & Rejuvenator
Bring Old Systems back to Life!™
2. **DeoxIT® GOLD** (formerly ProGold) - Contact Conditioner, Enhancer & Protector
Maintain New System Performance!™
3. **DeoxIT® SHIELD** (formerly PreservIT) - Contact Protector
Maintain New System Performance for Severe Environments!™



1. First - Clean
2. Second - Enhance
3. Third - Protect
4. Materials Compatibility - *the Key*
5. Ease of Use
6. Conclusion - *Cleaner Audio, Clearer Video, Reliable Data*

1. FIRST, you must really clean contacts and connectors

WHY: Would you apply an enhancer or protectant on top of an oxidized/corroded surface? Would you apply gold plating over an oxidized copper based metal?

Simple contact “cleaners” wash away dirt, dust, and grime, but prove ineffective at removing oxidation and surface sulfides. These tough contaminants actually attach to and become an integral part of the contact metal. This issue causes increased unnecessary service calls for covered warranty repairs that could have been prevented, translating into literally millions of dollars of lost revenue for service organizations. The only true method of eliminating oxidation and surface sulfides is by chemical action and reaction, and that’s what puts

CAIG’ DeoxIT® and DeoxIT® GOLD (ProGold) products in a class by themselves.

2. Next, you want enhancement - to improve conductivity

WHY: Why not improve performance, increase current flow, decrease heat and eliminate intermittents?

DeoxIT® and DeoxIT® GOLD (ProGold) are designed to improve the flow of electricity between metal surfaces. These products are initially non-conductive liquids, when subjected to an electrical field, DeoxIT® and DeoxIT® GOLD (ProGold) promote current flow. No short circuits will occur. In both states, DeoxIT®, DeoxIT® GOLD (ProGold) and DeoxIT® SHIELD (PreservIT) have resistances high enough to prevent short circuits.

3. Finally, you need long-lasting protection - for improved reliability

WHY: Once you have really cleaned a contact surface and enhanced its electrical properties, would you want to re-expose it to atmospheric contamination (humidity, salt, pollution, etc.)?

DeoxIT®, DeoxIT® GOLD (ProGold) and DeoxIT® SHIELD (PreservIT) protect metal surfaces in two ways. First they mechanically bond, on a molecular level, to seal the metal surface. Second, the thin film moves as the contact is disturbed by vibration or another contact surface. In effect, the product(s) re-coat exposed surfaces. This is especially important on equipment subject to vibration. Greases, silicones, polymers and PPE's cannot reseal exposed surfaces. Once exposed or re-inserted they need to be re-applied.

4. Materials Compatibility:

WHY: *It's the key to the success of DeoxIT® products*

CAIG is committed to insuring product compatibility with new and existing materials and products. To accomplish this, we invest considerable resources and time working with hundreds of companies in many industries to insure that our products perform exactly as promised.



www.deoxit.com

5. Ease of Use: Variety of convenient applicators

WHY: Convenience, economy and precision.

Often as a result of requests made by our customers, CAIG develops and packages its formulations in aerosol and non-aerosol applicators. Since many applications require a different means of applying a treatment to contacts and connectors, we also offer nonflammable sprays, mini-sprays, pens, wipes, needle dispensers and our OEM squeeze tubes. CAIG is committed to the continued development of precision and convenient applicators for all of your needs.

6. CONCLUSION:

When you want to do general cleaning and remove dust, dirt and grime, any contact cleaner will do. But when you need to cure contact related problems, and dramatically improve equipment performance, **CHOOSE DeoxIT®!**

GUARANTEED to Improve Performance of ALL Electrical Devices & Equipment!

Download:

DeoxIT® MentorCard Booklet:

www.deoxit.com/pdf/mc.pdf

