



WE'VE PLEASSED THE WORLD'S TOUGHEST CUSTOMER.
Your Customers Are Next.



CLEANS. LUBRICATES. PROTECTS.

BREAK FREE® CLP®

Cleans. Lubricates. Protects. Sells!

Today's consumers take pride in their possessions. They want to keep them in top condition. And they're willing to spend money to do it. That's why selling the remarkable Break Free CLP in your stores makes so much bottom-line sense.

Proven in the world's most extreme conditions and chosen by the U.S. military, Break Free CLP is the unquestioned gold standard for cleaning, lubricating and protecting valuable possessions including:

- Cars and trucks
- Motorcycles
- Bicycles
- Boats
- Barbecue grilles
- Private aircraft
- Firearms
- Sporting equipment
- Tools
- Household appliances
- Much more

When you combine the ultimate in product performance with the strongest promotional strategies in its category, Break Free CLP gives you an unbeatable combination for sales, profitability and return on investment.

WHAT MAKES BREAK FREE CLP BETTER?

Just Ask The Military.

In 1971, the U.S. military sought a new product to improve weapon performance in the world's most challenging environments. They issued a set of criteria that came to be known as the "impossible specification." After eight years of searching and testing, they found only one product in the world to meet that specification—Break Free CLP. In fact, it was found to exceed the "impossible specification."

Since that time, the patented Break Free CLP formula has been in continuous use as the primary maintenance product by the U.S. Army, Navy and Air Force. It remains the go-to product for cleaning, lubricating and preserving all weapons, tanks, mortars, rifles, machine guns and ship-board guns. This remarkable product has also been adopted by twenty other countries around the world as well as by NATO.

CLEANS. LUB



CLP-8

CLP-5

CLP-7

LUBRICATES. PROTECTS.

WHY DO MILITARIES OF THE WORLD CHOOSE BREAK FREE CLP?

- It has been proven to perform in temperatures ranging from -65°F to +475°F and after saltwater immersion.
- It is manufactured from the highest-quality polymerized synthetic oils plus special friction-reducing, anti-wear additives.
- It reduces metal-to-metal wear by layering surface areas with an advanced boundary film.
- It does not degrade under high temperatures and extreme pressure. Other brands may contain wax-based materials that will degrade and solidify into a gummy residue.
- It displaces and loosens residue and contaminants from bearing areas.
- It protects metals with special rust inhibitors.

Now, this military-grade performer is available for consumers. And it is sure to put a shine on your sales.

THE MOST POWERFUL PROMOTIONAL PROGRAMS IN ITS CATEGORY.

Break Free is taking an aggressive stance in helping major retailers promote and sell Break Free CLP. Our high-powered, year-round program is designed to drive market share, solidify customer loyalty and boost your ROI like no other competing product.

Our unique ability to tailor our promotions to your store puts Break Free CLP in a class of its own. Simply put, the product works better, we work harder, and you end up selling more of the most advanced product of its kind in the world.

For complete information, contact us today. And watch your profit potential break free.



(800) 433-2909 **BREAK-FREE.COM**



BFI-WW

CLP-12

CLP-16

CLP-2

CLP-4



BREAK FREE[®] CLP

PRODUCT INFORMATION CHART

| DESCRIPTION | CASE PACK | PART ID | UPC CODE | CASE SIZE | CASE WT (LBS) | CASE PER PALLET | PALLET SIZE | PALLET WT (LBS) |
|---|-----------|------------------|-----------------|------------------|---------------|-----------------|-------------|-----------------|
| CLEANER/LUBRICANT/PRESERVATIVE | | | | | | | | |
| .68 FL. OZ (20ML) SQUEEZE BOTTLE | 20 | CLP-16-20 | 0-88592-00101-8 | 5.75X4.25X4.25 | 2 | 378 | 40X48X31 | 540 |
| .68 FL. OZ (20ML) SQUEEZE BOTTLE | 120 | CLP-16-120 | 0-88592-00101-8 | 13X6X9 | 9 | 63 | 40X48X31 | 540 |
| 4 OZ. (113G) AEROSOL SPRAY | 10 | CLP-2_10 | 0-88592-00102-5 | 11.5X5X6.5 | 5 | 120 | 40X48X31 | 580 |
| 4 OZ. (113G) AEROSOL SPRAY | 100 | CLP-2-100 | 0-88592-00102-5 | 24.25X12X12.5 | 45 | 12 | 40X48X31 | 580 |
| 4 FL. OZ. (120ML) SQUEEZE BOTTLE | 10 | CLP-4-10 | 0-88592-00104-9 | 11.5X3.75X6 | 5 | 300 | 40X48X42 | 1000 |
| 4 FL. OZ. (120ML) SQUEEZE BOTTLE | 100 | CLP-4-100 | 0-88592-00104-9 | 19.25X9X12.5 | 31 | 30 | 40X48X42 | 1000 |
| 12 OZ. (340G) AEROSOL SPRAY | 12 | CLP-12-12 | 0-88592-00112-4 | 11.5X9X8.5 | 13 | 100 | 40X48X56 | 1340 |
| 1 PINT (480ML) TRIGGER SPRAYER | 10 | CLP-5-10 | 0-88592-00105-6 | 16.75X7X11.5 | 14 | 42 | 40X48X40 | 585 |
| 1 LITER (1.057 QUART) TRIGGER SPRAYER | 6 | CLP-8-6 | 0-88592-00108-7 | 14X10.5X9 | 3 | 55 | 40X48X58 | 165 |
| 1 U.S. GL (3.875L) GALLON JUG | 4 | CLP-7-4 | 0-88592-00107-0 | 18X11X12 | 35 | 21 | 40X48X31 | 775 |
| LUBRICANT/PRESERVATIVE | | | | | | | | |
| 4 FL. OZ. (120ML) SQUEEZE BOTTLE | 10 | LP-4-10 | 0-88592-00201-5 | 11.5X3.75X6 | 5 | 300 | 40X48X42 | 1000 |
| 4 FL. OZ. (120ML) SQUEEZE BOTTLE | 100 | LP-4-100 | 0-88592-00201-5 | 19.25X9X12.5 | 31 | 30 | 40X48X42 | 1000 |
| 1 PINT (480ML) TRIGGER SPRAYER | 10 | LP-5-10 | 0-88592-00202-2 | 16.75X7X11.5 | 14 | 42 | 40X48X40 | 585 |
| COLLECTOR-PROTECTANT | | | | | | | | |
| 4 FL. OZ. (120ML) SQUEEZE BOTTLE | 10 | CO-4-10 | 0-88592-00204-6 | 11.5X3.75X6 | 5 | 300 | 40X48X42 | 1000 |
| 4 FL. OZ. (120ML) SQUEEZE BOTTLE | 100 | CO-4-100 | 0-88592-00204-6 | 19.25X9X12.5 | 31 | 30 | 40X48X42 | 1000 |
| POWDER BLAST – CLEANER | | | | | | | | |
| 16 OZ (1LB) (454G) AEROSOL SPRAY | 12 | GC-16-12 | 0-88592-00604-4 | 11.5X9X8.5 | 13 | 100 | 40X48X56 | 1640 |
| BORE PASTE – CLEANER | | | | | | | | |
| 2 OZ. TUBE | 10 | BFI-PASTE-10 | 0-88592-00610-5 | 11X6.5X2.5 | 2 | 50 | 40X48X30 | 130 |
| CLOTH – CLEANER/LUBRICANT/PRESERVATIVE | | | | | | | | |
| 12X18 CLOTH IN POLY BAG | 10 | BFI-GUN CLOTH-10 | 0-88592-00620-4 | 8.5X5.5X2.5 | 1 | 300 | 40X48X30 | 340 |
| WIPE – CLEANER/LUBRICANT/PRESERVATIVE | | | | | | | | |
| 6.75X3(X20) WIPES CANISTERS | 24 | BFI-WW-24 | 0-88592-60002-0 | 12.5X10X4.5 | 3 | 60 | 40X48X40 | 340 |
| CARBON CUTTER | | | | | | | | |
| 4 FL. OZ. (120ML) SQUEEZE BOTTLE | 10 | CAC-4-10 | 0-88592-00650-1 | 11.5X3.75X6 | 3 | 200 | 40X48X40 | 640 |
| BORE FOAM – CLEANER | | | | | | | | |
| 3 FL. OZ. (90ML) AEROSOL CAN | 12 | BCF-3-12 | 0-88592-00660-0 | 8.75X6X5.5 | 4 | 180 | 40X48X32 | 850 |
| PRODUCT KITS | | | | | | | | |
| COLLECTORS KIT - INCLUDES 1 BOTTLE OF 4OZ. CLP AND 1 BOTTLE OF 4OZ COLLECTOR | 6 | DP-2-6 | 0-88592-90002-1 | 8.25X8.5X8.5 | 5 | 64 | 40X48X42 | 360 |
| MAINTENANCE KIT - INCLUDES 1 BOTTLE OF 4 OZ. CLP, 1 BOTTLE OF 4OZ COLLECTOR, 1 BOTTLE OF 4 OZ. CARBON CUTTER, AND 1 CLOTH | 6 | DP-3-6 | 0-88592-90004-5 | 12X9X6 | 7 | 64 | 40X48X42 | 485 |
| POINT OF PURCHASE MERCHANDISER | | | | | | | | |
| FLOOR MERCHANDISER DISPLAY - INCLUDES 12 CANS OF 3 OZ. BORE FOAM, 10 CLOTHS, 10 TUBES OF BORE PASTE, 24 CANISTERS OF WIPES, 10 BOTTLES OF 4 OZ. CARBON CUTTER, 12 AEROSOL CANS OF 12 OZ. CLP, 10 AEROSOL CANS OF 4 OZ. CLP, 20 BOTTLES OF 4 OZ. CLP, 10 BOTTLES OF 4 OZ COLLECTOR, 12 AEROSOL CANS OF 16OZ. POWDER BLAST, 10 BOTTLES OF 4 OZ. LP, AND 1 FLOOR DISPLAY STAND | 1 | DP-11 | 0-88592-90011-5 | MULTI CASE | N/A | 1 | 40X48X32 | 130 |
| COUNTER DISPLAY - INCLUDES 3 AEROSOL CANS OF 12 OZ. CLP, 4 AEROSOL CANS 4 OZ. CLP, 5 BOTTLES OF 4 OZ. CLP, AND 12 BOTTLES OF .68 OZ. CLP | 1 | DP-6 | 0-88592-90006-9 | 11.75X11.25X8.25 | 8 | 48 | 40X48X42 | 425 |



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