



F E R R U M

MEDIA PACK



## **Pro Ferrum - Our Product and Our Story**

From the mind of an ingenious and highly respected European Doctor of Chemistry with a passion for black powder, Pro Ferrum has gone from a lab experiment fuelled by curiosity and a desire to find a better way of doing things, to an unrivalled next-generation gun care technology that has taken the world by storm. Realising that true innovation was entirely lacking in the world of weapon care, and that most shooters were using products that would have been familiar to our great grandfathers, Pro Ferrum's mission was to revolutionise firearm maintenance and bring it crashing into the modern day.

Of course, Pro Ferrum Fluid is a highly effective lubricant, but unlike old-fashioned oils, it offers a powerful and unmatched ability to deep clean shotguns, rifles, pistols, black powder weapons and air rifles. It's also the world's first gun care fluid designed to encapsulate water, eliminating moisture immediately on contact and trapping the molecules in a Pro Ferrum 'Shell' to prevent the possibility of corrosion.

## **How does it work?**

Part of the secret of Pro Ferrum's success is its unique microscopic molecular composition and its abilities as a 'Super-Spreading' fluid. Because of this, Pro Ferrum actually flows beneath fouling, grease, oil, stubborn residues and even lead and copper, lifting these materials away from below and setting a new standard for firearm maintenance. These same incredible properties also allow Pro Ferrum to fill the microscopic pores and imperfections inherent to the surface of all metals - imperfections that would normally be invisible to the human eye. Within just a few applications these pores and imperfections are filled and smoothed, resulting in a finish that's both easier to clean and protected from rust and corrosion.

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# FERRUM

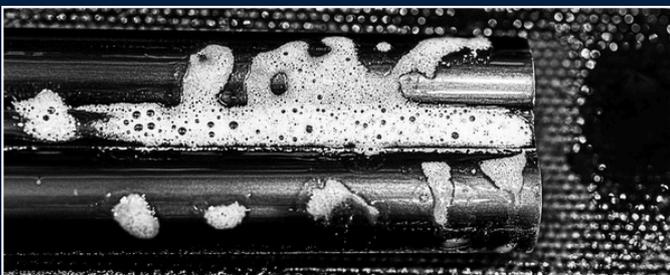
As a business, Pro Ferrum has grown organically, relying on the incredible results it delivers and word of mouth, rather than any slick marketing campaigns. These recommendations between friends with a shared interest in shooting and products that work is what has carried our brand around the world, taking us from strength to strength as our reputation for honesty and performance grows by the day. It is this reputation for integrity and for providing a product that delivers proven results that has brought our company to the attention of the U.K. military and special forces, and now, delivered us to the shores of the United States where the next chapter for our company's story is only just beginning.

## PRO FERRUM IN ACTION

*SIDE BY SIDE BARRELS WITH SURFACE RAINDROPS*



*NOW SPRAYED WITH PRO FERRUM AND SHOWING FULL ENCAPSULATION OF MOISTURE*



*BARRELS SEALED AND COMPLETELY PROTECTED BY PRO FERRUM FLUID*



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## PRO FERRUM FLUID

- **CLEANS, LUBRICATES, PROTECTS & ENCAPSULATES MOISTURE.**
- **ENCAPSULATES WATER MOLECULES, FORMING A PROTECTIVE BARRIER PREVENTING RUST.**
- **CREATES AN EASY-TO-CLEAN PROTECTIVE LAYER ON METAL, STOPPING CORROSION FROM RESIDUE & FOULING ASSOCIATED WITH FIRING, AS WELL AS GREASES & SALTS DEPOSITED THROUGH HANDLING.**
- **SAFE TO USE ON METAL, PLASTICS, RUBBER, LEATHER & WOOD.**
- **SUITABLE FOR USE ON AIRGUNS.**
- **ENVIRONMENTALLY FRIENDLY.**
- **RATED AS EXCELLENT BY DERMATEST.**



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## PRO FERRUM GUN GREASE

- ULTRA HIGH-QUALITY LITHIUM-BASED COMPLEX GREASE.
- ZERO % WATER CONTENT.
- IDEAL FOR SHOTGUN CHOKES, JOINTS & ANY OTHER COMPONENT THAT REQUIRES DURABLE LUBRICATION.
- OPERATING TEMPERATURE: MINUS 30°C TO PLUS 150°C.
- HIGH TONNAGE RATING FOR USE UNDER EXTREME PRESSURE.
- DISTINCTIVE BLUE COLOUR THAT DOESN'T DEGRADE OR DISCOLOUR WITH USE.



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