

## **Lubrication Academy Announced for Atlantic City in September**

*Fluitec is donating 10% of proceeds from Lubrication Academy to assist the victims of Super Storm Sandy. The course was developed to deliver imperative knowledge on industrial lubricant maintenance and reliability for industries such as power generation, air separation and petrochemical.*

JERSEY CITY, N.J., ([PRWEB](#)) July 04, 2013 -- Fluitec, a world leader in industrial lubricant technology, solutions and training announced that it has opened registration for its acclaimed [Lubrication Academy](#) course, to be held in Atlantic City, New Jersey, September 17-18th, 2013.

This rotating equipment lubrication course provides the most advanced and up-to-date knowledge available to assist plants through these changing times. The two-day course provides the latest research on plant lubrication, providing attendees with valuable tools that can be immediately implemented upon return to their facility. The course is able to provide impactful information which when implemented, will immediately increase a plant's reliability by maximizing oil performance and increase equipment availability.

Frank Magnotti, CEO of Fluitec notes, "[Lubrication Academy](#) is one way in which we give back to the industry by sharing research and critical information that we've gathered. This knowledge transfer makes our customer base stronger by increasing the profitability of their operations."

The course has previously attracted key personnel from power generating stations, air separation companies, petrochemical plants and a wide range of other industrial facilities. In addition, attendees have also come from oil and additive manufacturers, oil analysis and service companies and turbine original equipment manufacturers.

Lubrication Academy focuses on a holistic way of maintaining critical lubricants used in rotating equipment. Greg Livingstone, VP of Business Development at Fluitec and one of Lubrication Academy's instructors said, "Our holistic approach starts with oil selection and continues through monitoring and maintenance strategies. We pay special attention to the various modes that cause fluids to fail in the field and illustrate these examples with multiple case studies. Lubrication Academy students typically rate the case studies as the most valuable course component as it allows each student to play investigator and illustrates real life examples of the theories that are taught."

Students from over 25 countries have attended Lubrication Academy courses over the last 5 years at various locations around the world. This year's course in Atlantic City, New Jersey however holds special meaning to Fluitec. Like Jersey City where Fluitec is based, Atlantic City was badly damaged in last year's Super Storm Sandy. Holding the course in Atlantic City is one small way that Fluitec intends to bring visitors and revenue back to Atlantic City. Mr. Magnotti also mentioned, "10% of the proceeds from Lubrication Academy are being donated to the Jersey Cares non-profit. In addition Fluitec employees are volunteering to help local communities in New Jersey."

[Lubrication Academy](#) courses have been held in beautiful destinations around the world. Atlantic City is no different. Our registered attendees are already planning on extending their stay to take advantage of the incredible night life and beautiful beaches available in the area. Some are also planning to participate in the festivities of the Miss America 2013 Pageant which is live from Atlantic City's Boardwalk Hall on Sunday,

September 15. Others are planning on trying their luck in eight of the casinos along the historic Boardwalk. And, for those that are enthusiasts of the game of Monopoly, which is based on the creator Charles Darrow's summer visits to Atlantic City, the commemorative plaque is a popular visitor stop.

[Lubrication Academy registration](#) is now open. For additional details on Lubrication Academy or other innovative technology solutions by Fluitec, inquire with the media contact or online.

#### About Fluitec International

Fluitem, based in Jersey City, New Jersey is a privately-held company. It provides customers in over 50 countries leading edge technologies and knowledge to realize optimum reliability and sustainability of their lubricating assets. In 2010, Fluitem received an award for the "Most Promising Innovation" from Cleantech in New York City. Fluitem has developed several technologies to decrease operation and maintenance costs of rotating equipment. One of their flagship condition monitoring products, the RULER™, is a patented technology to determine the remaining useful life of lubricants. They have also developed the industry's leading, patent-pending lubricant varnish mitigation technology called Electrophysical Separation Process™. Fluitem Wind's Tribo-Analytics platform uses big-data technologies to slash O&M costs for wind turbines. Fluitem can be found online at [www.fluitem.com](http://www.fluitem.com). Media Contact: Amy Campbell, +1.888.557.9575



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