

CRC

Rev. B — Patrick Hoh Feedback Applied

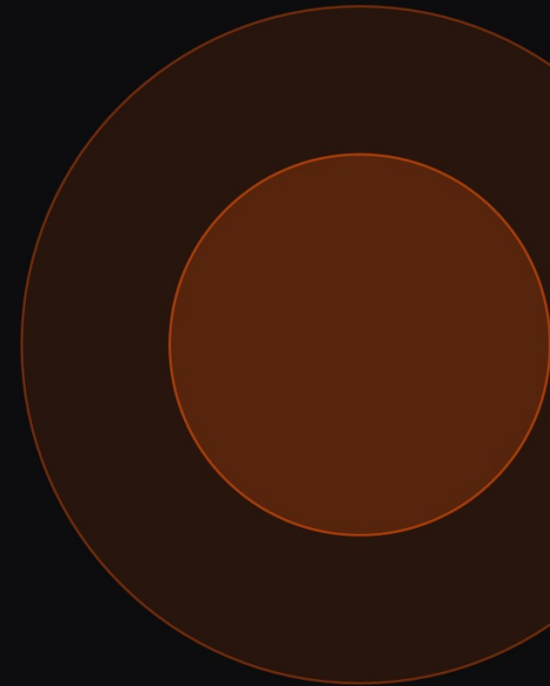
KONTAKT

Electronics Cleaning

Booth Toolkit — EMAX 2026

SPICE Convention Centre, Penang · 22–24 July 2026

Lily Sanarajoo · Sales Manager, GME Chemtech Sdn Bhd (Biesterfeld Group)



Revision Summary

Per Patrick Hoh, Head of ASEAN Sales — CRC Industries

REMOVED FROM LINE-UP

✗ QD Electronic Cleaner

US-market SKU — not primary focus in ASEAN

✗ Flux Off / Kontakt Chemie

Belgium import — cost & lead time not competitive

✗ Contact Cleaner 2000

Superseded by CRC PF Precision Cleaner

ADDED / UPDATED

✓ CRC PF Precision Cleaner ★

Specialist import from Australia — replaces Flux Off & CC2000

✓ NF Contact Cleaner elevated

Intermediate rec. for non-flammable flux cleaning environments

✓ PCB Cleaner descriptor updated

"Co Contact Cleaners — fast, residue-free cleaning of PCBs"

✓ Positioning note added

CRC = broad solution manufacturer; honest on heavy flux limits

Product Line-up

EMAX 2026 · Revised — Core ASEAN SKUs

★ PRIMARY

Co Contact Cleaner

SKU 2016 · Core ASEAN

Fast, residue-free cleaning of PCBs and electronics. Handles light–moderate flux residues. Most versatile ASEAN-stocked SKU.

CORE

NF Contact Cleaner

Non-Flammable · Core ASEAN

Non-flammable contact & flux cleaner. For enclosed SMT lines and fire-sensitive environments.

★ SPECIALIST

CRC PF Precision Cleaner

Australia Import · Specialist

High-performance precision cleaner for demanding flux removal. Specialist import — confirm lead time before quoting.

CORE

KONTAKT 60

Universal Contact Spray

Clean, lubricate, and protect contacts in one step. Relays, switches, edge connectors, PCB maintenance.

CORE

KONTAKT WL

Precision Contact Lubricant

Fine precision lubrication for high-cycle switches, potentiometers, and fine-pitch contacts. Dielectric.

CORE

LECTRA CLEAN

Heavy-Duty Industrial

Heavy-duty cleaner for motors, transformers, switchgear, and bus bars. Industrial MRO applications.

Product Comparison

Quick Reference · EMAX 2026

Product	Primary Use	Non-Flam.	Flux Removal	Precision	Best Application
Co Contact Cleaner	PCB & contact cleaning	—	Light–Mod	✓	Broad EMS, connectors, PCBs
NF Contact Cleaner	Flux & oxidation (enclosed)	✓	Light–Mod	✓	SMT lines, non-flam areas
CRC PF Precision Cleaner ★	Precision flux cleaning	TBC	High	✓	Critical assemblies, tight specs
KONTAKT 60	Clean+lube+protect	—	Moderate	✓	Relays, switches, connectors
KONTAKT WL	Precision lubrication	✓	—	✓	Fine-pitch, high-cycle contacts
LECTRA CLEAN	Heavy industrial	—	—	—	Motors, switchgear, MRO

★CRC PF Precision Cleaner is an Australia import — confirm lead time & MOQ before quoting to customer.

Sales Script

PROCESS ENGINEER

1

OPEN

"Hi, welcome — are you involved in PCB assembly or electronics manufacturing? I'm Lily from GME Chemtech, we distribute CRC KONTAKT precision cleaning. Let me walk you through what we have."

3A

FLUX PATH

"For PCB & flux cleaning: Co Contact Cleaner — most versatile ASEAN SKU, fast, residue-free. If non-flammable required: NF Contact Cleaner. For precision/heavy flux removal: CRC PF Precision Cleaner (Australia import — discuss lead time)."

4

OBJECTION

"Flux Off / Kontakt Chemie?" → "Kontakt Chemie is Belgium-based — import cost & lead time not competitive in Malaysia right now. CRC PF Precision Cleaner is our best-available precision cleaner in region."

2

QUALIFY

"What's your current cleaning process — flux residues post-solder, or contact maintenance on connectors and switches?" → Flux path: Step 3A | Contact maintenance: Step 3B

3B

CONTACT PATH

"For contact maintenance: KONTAKT 60 cleans, lubricates, and protects in one step. For fine-pitch or high-cycle contacts: KONTAKT WL — dedicated precision contact lubricant, dielectric, no signal impact."

5

CLOSE

"Can I take your details? I'll send datasheets and pricing. If interested in PF Precision Cleaner, I can confirm lead time and MOQ within a few days."

Sales Script

PROCUREMENT MANAGER

1

OPEN

"Hello — I'm Lily from GME Chemtech, authorised distributor for CRC KONTAKT in Malaysia. Are you responsible for chemical and consumable sourcing at your facility?"

3

RANGE OVERVIEW

"Our core ASEAN line: Co Contact Cleaner (general), NF Contact Cleaner (non-flam), KONTAKT 60 (maintenance), LECTRA CLEAN (industrial). For precision cleaning: CRC PF Precision Cleaner from Australia."

4B

OBJECTION: PRICING

"Co Contact Cleaner & NF Contact Cleaner are competitively priced with local stock. PF Precision Cleaner carries a premium as an Australia import — positioned for specialist applications where performance justifies cost."

2

VALUE ANCHOR

"CRC KONTAKT is a global brand with a strong EMS track record. As local distributor you get: local stock, local pricing, and a single point of contact — no unpredictable lead times or FX risk on MRO consumables."

4A

OBJECTION: FLUX OFF

"Flux Off is Kontakt Chemie — Belgium-manufactured. Import cost & lead time into Malaysia are not competitive. We offer CRC PF Precision Cleaner as our specialist solution with manageable Australia lead times."

5

CLOSE

"Let me take your details — I'll prepare a formal quotation within the week. I can also arrange sample units of Co Contact Cleaner and NF Contact Cleaner for your team to evaluate."

FAQ Sheet

Prepared for Booth Staff · Revised Line-up

Q What happened to Flux Off / Kontakt Chemie?

Kontakt Chemie is Belgium-manufactured. Import cost & lead time into Malaysia are not market-competitive. We do not carry an incomplete range. Recommend CRC PF Precision Cleaner instead.

Q When to use NF instead of Co Contact Cleaner?

NF Contact Cleaner when non-flammable formulation is required — enclosed SMT lines, areas near heat sources, or facilities with strict fire safety requirements.

Q Can CRC products remove all types of flux?

Co & NF Contact Cleaners are effective on light-to-moderate flux (no-clean, RMA). For heavy flux, recommend CRC PF Precision Cleaner. CRC is a broad solution manufacturer — we advise honestly on application fit.

Q Main recommendation for PCB cleaning?

Co Contact Cleaner (2016) — primary SKU for PCB & electronics cleaning across ASEAN. Fast, residue-free. Effective on light-to-moderate flux residues and contact oxidation.

Q What is CRC PF Precision Cleaner?

Specialist precision cleaner sourced from Australia. Use for heavier flux loads or tighter ionic cleanliness specs. Lead time & MOQ apply — confirm with Lily before quoting customer.

Q Is stock available locally in Malaysia?

Co Contact Cleaner, NF, KONTAKT 60, WL, LECTRA CLEAN — all locally stocked in Selangor. CRC PF Precision Cleaner is Australia import; discuss lead time before order commitment.

Follow-up Emails

Post-show templates · Personalise [bracketed] fields

GENERAL FOLLOW-UP

Subject: CRC KONTAKT — Products We Discussed at EMAX 2026

Thank you for visiting the GME Chemtech booth at EMAX 2026. As discussed:

- Co Contact Cleaner — PCB & electronics cleaning, light–moderate flux
- NF Contact Cleaner — non-flammable option for enclosed environments
- CRC PF Precision Cleaner — specialist precision/flux cleaning (Australia import)

Attaching TDS for your reference. Happy to provide quotation or trial samples.

PRECISION / FLUX CLEANING ENQUIRY

Subject: CRC PF Precision Cleaner — Follow-up on Flux Cleaning Discussion

Based on your application, I'd recommend trialling the CRC PF Precision Cleaner — CRC's specialist cleaner for demanding flux removal and tight cleanliness specs.

Note: Australia import — typical lead time [X weeks]; will confirm MOQ. For general PCB maintenance, Co Contact Cleaner remains the locally-stocked, cost-efficient complement.

Happy to schedule a call to discuss spec and volumes.

PROCUREMENT QUOTATION

Subject: CRC KONTAKT Quotation — Following EMAX 2026

Locally Stocked (Selangor — prompt delivery):

- Co Contact Cleaner · NF Contact Cleaner · KONTAKT 60 · KONTAKT WL · LECTRA CLEAN

Specialty Import (Australia — lead time applies):

- CRC PF Precision Cleaner

All prices confirmed for 6 months. Please confirm approximate monthly volumes and packaging preferences so I can prepare a formal quotation.

Booth Reference Card

Quick-reference for all booth staff · Print or keep on tablet

OPENING LINE

CRC KONTAKT covers everything from daily PCB maintenance to precision cleaning — the right product for your process, stocked locally.

PCB CLEANING

Co Contact Cleaners — fast, residue-free cleaning of PCBs and Electronics. Most versatile ASEAN-stocked SKU.

NON-FLAMMABLE OPTION

NF Contact Cleaner — same performance, non-flammable. For enclosed SMT lines and fire-sensitive environments.

PRECISION / FLUX

CRC PF Precision Cleaner — specialist import from Australia. Recommend for heavy flux removal or critical cleanliness spec. Confirm lead time before committing.

IF ASKED ABOUT FLUX OFF

Be honest: Kontakt Chemie is Belgium-based — import cost & lead time not competitive in Malaysia currently. CRC PF Precision Cleaner is our best answer today.

QUICK PRODUCT SELECTOR

General PCB & contact cleaning	Co Contact Cleaner (2016)
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Non-flammable / enclosed area	NF Contact Cleaner
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Precision / heavy flux removal	CRC PF Precision Cleaner ★
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Contact clean + lube + protect	KONTAKT 60
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Fine-pitch contact lubrication	KONTAKT WL
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Industrial motor / switchgear	LECTRA CLEAN
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★ PF Precision Cleaner: Australia import
Confirm lead time & MOQ before quoting.

CRC KONTAKT

Ready for EMAX 2026

Lily Sanarajoo

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5

Core ASEAN
SKUs Stocked

1

Specialist
Australia Import

3

Follow-up
Email Templates

SPICE Convention Centre, Penang · 22–24 July 2026

Booth Toolkit Rev. B — All changes per Patrick Hoh, Head of ASEAN Sales, CRC Industries (June 2026)