



Wellmaster's Innovative Approach to Product Longevity and Reliability through Jet-Lube Moly-Mist

CASE STUDY



Background

Wellmaster was established in 1987 with the intention to make a lasting and transformative impact in the water well industry. Starting with only 20 employees, the company had a clear vision to set new standards for innovation and quality in the field. Over the subsequent years, the company has built a strong reputation for delivering high-performance, reliable tools that meet the demanding needs of its customers. The company's relentless commitment to quality and reliability, combined with its drive for continuous improvement, has solidified Wellmaster as a trusted and leading provider in the water well industry.

Challenge

Ensuring longevity and reliability of their products under harsh conditions was a crucial challenge for Wellmaster. The company's products needed to withstand outdoor elements for extended periods without rusting or succumbing to wear and tear. This would not only increase product longevity but also customer satisfaction, both of which are important components of Wellmaster's value proposition.

"Innovation and quality are at the heart of our industry, and Wellmaster's use of Jet-Lube's Moly-Mist has become a testament to this."

Solution

Wellmaster's answer to this challenge was an innovative one: the introduction of Jet-Lube's Moly-Mist as an anti-rust and anti-galling treatment for their non-API products. Not only did Moly-Mist prevent rusting and galling, it also concealed various impurities such as mill scale, lacquer, rust, oil, and machine coolant without necessitating pre-treatment.

The use of Moly-Mist offered several key benefits:

Dry Film Coating: Unlike traditional lubricants, Moly-Mist creates a dry film coating on parts, enhancing durability and longevity.

Full Coverage: Its cone spray pattern ensures complete protection, even for hard-to-reach areas.

Quick Activation: Moly-Mist activates quickly upon application, providing immediate protection against rust and corrosion.

Water Displacing: Moly-Mist effectively displaces water, protecting parts even under damp or humid conditions.

Break-in Lubricant: It also serves as a break-in lubricant for new parts, reducing friction during initial stages of use.

Safety: Moly-Mist is nonflammable, making it a safer choice than traditional lubricants that contain flammable solvents.

No Silicone: The absence of silicone in Moly-Mist makes it suitable for applications where silicone-based products are not appropriate.

Strong Surface Tension: Moly-Mist adheres well to parts due to its strong surface tension, providing long-lasting protection.

The Moly-Mist treatment process involves dipping raw couplings into the Moly-Mist tank, drying them after dipping, and the result is years of protection against rust and corrosion.