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SALES & FIELD TRAINING SERIES

RELEASE

Bio-Based Release Agent and Cleaner

This guide gives you everything you need to sell Release with confidence — what it is, how it works, where it fits, how to apply it, and how to handle the objections that come up in the field.

The reps who understand the soy-based story win the safety and compliance conversation before a competitor even gets there.

pH 6.5–7
NEAR-NEUTRAL

Up to 4:1
DILUTION RANGE

Non-Flammable
FLASH PT >266°F

Bio-Based
BIODEGRADABLE

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WHAT RELEASE IS

Release is a bio-based, biodegradable, non-toxic, low-VOC release agent and cleaner. It prevents asphalt, tar, and heavy soils from bonding to equipment surfaces, and it cleans off material that's already stuck. It functions as a multi-purpose product across paving, construction, and fleet equipment applications.

The active chemistry is methyl ester of soybean oil — a plant-based solvent, not a petroleum distillate. This is the same family of chemistry behind Grape Ade's lift station line, applied here as a release agent and cleaner instead of a biological treatment feedstock. It's the reason Release carries a WARNING signal word instead of the DANGER classification typical of petroleum-based release agents and asphalt solvents.

The sales story writes itself: this replaces diesel fuel, kerosene, and other petroleum-based release agents that crews have used for decades because nothing else worked as well. Release offers the performance without the regulatory exposure, disposal costs, and safety liability that come with petroleum solvents on a job site.

Key Product Facts

PROPERTY	VALUE
Active Chemistry	Methyl ester, soybean oil, 90–99% (CAS 67784-80-9)
pH	6.5 to 7 — near neutral
Signal Word	WARNING — causes skin and eye irritation
Flash Point	>266°F (>130°C) — not classified flammable
Dilution	Use concentrated as a cleaner, or diluted up to 4:1 as a release agent
Water Solubility	Not soluble — oil-based chemistry
Specific Gravity	0.88
Odor	Light vegetable oil
Available In	5-gallon pails, 55-gallon drums, totes, and tanker (bulk) — ask about bulk pricing on tote and tanker volumes

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WHERE IT WORKS

Release is built around equipment that comes into contact with asphalt, tar, and heavy adhesive soils in paving and construction operations.

SURFACE / EQUIPMENT	USE IT?	NOTES
Truck beds and dump beds	✓ USE	Primary application. Prevents asphalt bonding before loading.
Hand tools (shovels, rakes, lutes)	✓ USE	Prevents material buildup during use.
Pavers and hoppers	✓ USE	Keeps hot mix from sticking to contact surfaces.
Distributor bars	✓ USE	Standard application on asphalt distribution equipment.
Workwear (as a cleaner)	✓ USE	Removes tar and asphalt soiling from clothing and gear.
General equipment and tools with tar/adhesive buildup	✓ USE	Multi-purpose cleaner function beyond release-agent use.

WHERE REPS SELL THIS

Paving contractors, DOT and municipal road crews, asphalt plants, and any fleet or contractor running trucks and equipment through hot mix asphalt.

The strongest entry point is any account currently using diesel fuel, kerosene, or another petroleum-based release agent — that's a direct swap with an immediate safety and compliance upgrade.

Potential Expansion Applications — Not Yet On Label

Release's active chemistry (soy methyl ester) works by breaking down petroleum-based binders. Asphalt and tar are petroleum binders, which is why the product is labeled for that use — but the same mechanism plausibly extends to other petroleum-adhesive problems. These are not current label claims and should not be presented to customers as tested or guaranteed applications until Frank confirms them.

POTENTIAL USE	WHY IT'S PLAUSIBLE
Roofing tar cleanup on tools and equipment	Roofing tar is the same class of petroleum binder as asphalt.
Adhesive and label residue removal	Most industrial adhesives are petroleum-based, the same chemistry the product is built to dissolve.
General heavy equipment degreasing	Grease and oil buildup share the same solvency profile as asphalt binder.



POTENTIAL USE

WHY IT'S PLAUSIBLE

BEFORE SELLING THESE

Get Frank's sign-off before presenting any of the above as a supported use. This section exists to flag opportunity for internal testing and label expansion — not to hand reps a claim the SDS and label don't currently back.

3**WHY IT WORKS****The Chemistry in Plain Language**

Asphalt sticks to truck beds and equipment because hot mix is a petroleum-based adhesive by design — that's what makes it bond to roadbeds. Left untreated, the same adhesive property bonds it to steel truck beds, tool surfaces, and paving equipment, where it cools, hardens, and becomes extremely difficult to remove.

Release works two ways. As a release agent, a coating applied before loading creates a barrier layer that prevents asphalt from bonding to the surface in the first place — the load simply doesn't stick, and dumps clean. As a cleaner on material that's already bonded, the soy methyl ester solvent breaks down the same petroleum-based binders in asphalt and tar, softening the material so it lifts free with water pressure instead of scraping.

Why Soy Chemistry Beats Diesel and Kerosene

Crews have used diesel fuel and kerosene as release agents for decades because they work — both are petroleum solvents and dissolve asphalt the same way Release does. What they also bring: DANGER-level flammability, strong VOC emissions, aquatic toxicity, and disposal and spill liability that's increasingly scrutinized under state and federal environmental rules.

Release delivers comparable release and cleaning performance from a non-flammable, biodegradable, low-VOC feedstock. For any account facing tightening environmental compliance requirements — DOT contractors, municipal fleets, anyone with EPA exposure on runoff — that's not a marginal upgrade. It removes a real liability from the operation.

4**APPLICATION GUIDE****As a Release Agent (Diluted, up to 4:1)**

1. Dilute up to 4:1 with water depending on desired strength and equipment condition.
2. Using a pump-up sprayer, apply a liberal, even coating over the clean, empty truck bed, hopper, or tool surface before it contacts asphalt.
3. Reapply each load cycle for consistent release performance — this is a per-load application, not a one-time treatment.

As a Cleaner on Bonded Material (Concentrated)

1. Apply Release at full concentration using a pump-up sprayer over the soiled equipment or surface.
2. Allow several minutes of dwell time to dissolve the bonded soils. Extend dwell for heavier or older buildup.
3. Remove with high-pressure water. The softened material should lift free without aggressive scraping.

FIELD TIP

This is a per-application release agent, not a permanent coating. The value proposition to the customer is labor savings on cleanout, not a one-time treatment that lasts all season — set that expectation up front.



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TROUBLESHOOTING

PROBLEM	CAUSE AND SOLUTION
Asphalt still sticking after treatment	Coating applied too thin or too long before loading. Apply a liberal, even coat immediately before each load, not hours in advance.
Bonded material not softening	Insufficient dwell time on concentrated application. Allow several more minutes before attempting removal; extend further on old, weathered buildup.
Material lifts but leaves residue	Rinse pressure too low. Use high-pressure water for the final removal step, not a low-pressure rinse.
Reapplication needed every load	This is expected behavior, not a failure — Release is a per-load release agent. Set this expectation with the customer during the sale.

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SAFETY AND PPE

Release carries a WARNING signal word — causes skin and eye irritation. This is a meaningfully lighter hazard classification than the DANGER-level petroleum release agents it replaces, and it's not flammable (flash point above 266°F). Standard PPE is still required, and it's a lighter conversation than most products in this guide.

Required PPE

PPE	REQUIREMENT
Eyes	Chemical splash goggles where splash risk exists.
Hands	Chemical-resistant, impervious gloves.
Skin / Body	Prevent contact with shoes and clothing where practical; rubber apron for extended contact work.
Respiratory	Good general ventilation is sufficient outdoors. Respirator not typically required at working dilution.

IF CONTACT OCCURS

EYES: Rinse cautiously with water for several minutes. Remove contact lenses if present. Continue rinsing. Get medical attention if irritation occurs.

SKIN: Take off contaminated clothing and wash before reuse. Wash with plenty of soap and water. Get medical advice if irritation occurs.

SWALLOWED: Rinse mouth. Call a Poison Center or physician if you feel unwell.

Storage and Handling

- Store in a cool, dry, well-ventilated area away from direct sunlight and incompatible materials.
- Keep away from strong oxidizers, acids, and alkalis.
- Not classified as flammable — no special fire-storage requirements beyond standard chemical storage practice.
- Dispose of contents and containers through an approved waste treatment facility in accordance with applicable regulations.

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SALES GUIDE

Accounts That Buy This Product

ACCOUNT TYPE	WHY THEY BUY
Paving contractors	Daily truck bed release and equipment cleanout — the core, recurring use case.
DOT and municipal road crews	Public-sector accounts face the most environmental compliance scrutiny — the bio-based story lands directly.
Asphalt plants	High-volume equipment and truck turnover; consistent daily demand.
Heavy equipment fleets running hot mix	Any fleet moving asphalt regularly needs a release strategy — often still running diesel or kerosene today.

OPENINGS THAT WORK

THE DIRECT SWAP: “Are you still using diesel or kerosene to keep asphalt from sticking to your beds? We have a bio-based release agent that does the same job without the flammability and disposal liability.”

COMPLIANCE-FOCUSED ACCOUNTS: “If you're a DOT contractor or working municipal jobs, your environmental exposure on petroleum release agents is only going one direction. This is a biodegradable, low-VOC swap that gets ahead of that.”

THE DEMO CLOSE: Coat one truck bed section with Release before a load and leave an adjacent section untreated. The difference in cleanout labor is the whole pitch.

Handling Objections

OBJECTION	RESPONSE
“Diesel is free, this costs money”	Diesel isn't free — it's an operating cost with hidden liability: spill risk, disposal cost, and regulatory exposure if it reaches runoff. Calculate cleanout labor saved per load against product cost; the labor savings alone often cover it.
“Will it work as well as what we're using?”	Release performs the same release-agent function through the same solvent mechanism as petroleum products, from a biodegradable feedstock. Offer a one-truck trial against their current product for a direct comparison.
“We've always used diesel, why change now?”	Environmental compliance on petroleum products in runoff and disposal is tightening, not loosening — for public-sector and DOT work in particular. Getting ahead of that now is cheaper than reacting to it later.
“Is it going to slow down our crew?”	No — same pump-up sprayer application crews already use for diesel. The switch is procedural, not operational.