



FERRUM

CLEANS • LUBRICATES • PROTECTS • ENCAPSULATES MOISTURE

Issued by:
Pro Ferrum Ltd.
United Kingdom
www.proferrumfluid.com

Press Release - The Future of Gun Care Technology

Immediate Release

Pro Ferrum Gun Care Fluid is the revolutionary next-generation weapon care technology for all types of firearms. Proven to perform in the most extreme environments and weather conditions - Pro Ferrum has already earned the respect of military, law enforcement and special forces professionals, as well as hunters, recreational and competitive shooters across the globe.



*“This isn’t some boutique oil or gimmick product. It’s a serious tool for serious shooters,” says **Julian Cann, General Manager of Pro Ferrum Ltd.** “We created Pro Ferrum to solve real world problems: fast cleaning, moisture encapsulation and removal, and once dry, a full protective coating - all in one can!”*

Pro Ferrum cleans, lubricates and protects like no other product, achieving unmatched results and replacing the need for dangerous chemicals such as bore solvents, degreasers and petroleum-based lubricants. As a non-toxic, non-corrosive plant-based product, Pro Ferrum is proud to be rated as ‘Excellent’ by Dermatest, making it completely safe to handle and use on all surfaces, including metals, plastics, wood, rubber and leather. It’s also safe for inlays and plating, as well as all types of finishes from color case hardening and traditional bluing, to Cerakote and DLC.

Further distinguishing Pro Ferrum Fluid from the old-fashioned offerings of other manufacturers is its incredible ability to encapsulate water – Pro Ferrum traps and lifts water molecules from the surface of your weapon, travelling beneath them to coat the metal and prevent any possibility of further corrosion. This means that, unlike archaic oils, Pro Ferrum is uniquely suited for use on wet firearms, providing immediate protection against rust – a remarkable and unique property that has brought our product to the attention of the U.K.’s military and most elite special forces.

- more -

Pro Ferrum – The Future of Gun Care Technology – Page 2 of 4

Pro Ferrum Fluid isn't just for wet guns, though - Pro Ferrum is engineered to be the only product on the market that fills the sub-surface of the metal at the microscopic level, shielding components from friction and the elements. This unique ability means that once coated, your firearm is protected by an ultra-fine barrier that safeguards your gun from the corrosive compounds associated with handling and firing. Additionally, this shield-layer also works like a dry lubricant, defending your gun from premature wear and ensuring smooth reliable operation whilst minimizing the risk of fouling or debris adhering to the critical parts, even in dusty or sandy environments; this makes Pro Ferrum the single best choice for when flawless functionality is more than a matter of pride, but a matter of life and death.

Whether you shoot for business or pleasure, recreationally or for work, rifles, pistols, shotguns, air guns or black powder – Pro Ferrum is the only one-stop, next-generation gun care product for you.

Already a 5-star rated product, Pro Ferrum is trusted by professionals, sportsmen, hunters, collectors and 31-time World Champion and shooting legend George Digweed MBE. For the first time, Pro Ferrum is now shipping from within the EU and can be ordered directly at www.proferrumfluid.com offering fast, secure checkout with no overseas delays and no international fees!



Key Features & Benefits:

- **Cleans, lubricates, and protects** - all in one application.
- **Encapsulates** and removes water on contact.
- Removes lead and copper, fouling, grease, old oil and baked-on carbon in seconds.
- Contains no PTFE, silicone, or harsh chemicals.
- **Safe** for use on all surfaces - including all metals and finishes, wood, leather, rubber, silicon and plastic.
- Protects against acid from fingerprints - prevents corrosion and pitting.
- **Skin-safe** and **lab-certified** - tough on grime, gentle on hands.
- Leaves a long-lasting, anti-corrosive protective film.
- **Proven to perform** in all environments and extreme weather - wet, dry, hot or cold.

Pro Ferrum – The Future of Gun Care Technology – Page 3 of 4

Whether deep in the forest or on the battlefield, running drills at the range or conducting operations in the field - if you demand the very best for the guns you depend on - Pro Ferrum's got your six.



Dealers, wholesalers, and the media are invited to experience Pro Ferrum for themselves in Hall 1 - Booth 1-121a at the IWA OutdoorClassics 2026 - 26 February to 1 March 2026

###

Note to Editors:

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.

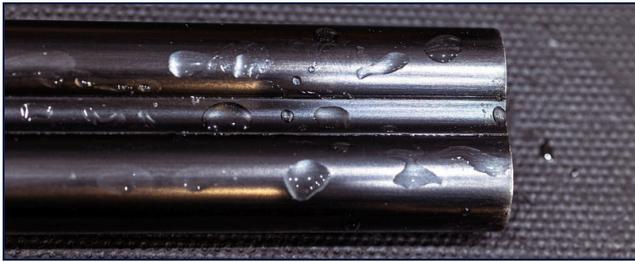
- more -

Pro Ferrum – The Future of Gun Care Technology – Page 4 of 4

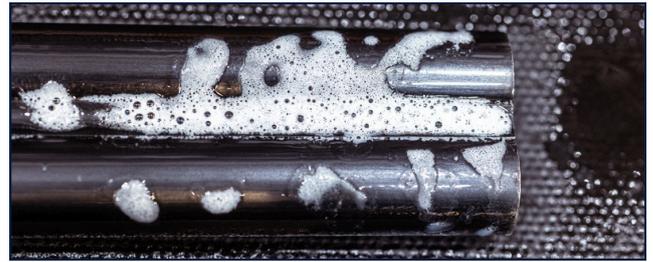
How does it work?

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.

*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.*



As a business, Pro Ferrum has grown organically, relying on the exceptional results it delivers and word of mouth rather than any slick marketing campaigns. Recommendations shared between friends with a common passion for shooting and equipment that genuinely performs have carried the brand across the U.K. and Europe, building a strong and loyal following within the European shooting community. This steady, reputation-led growth has taken Pro Ferrum from strength to strength as its commitment to honesty, performance and proven results continues to earn trust day by day.

It is this reputation for integrity, and for delivering a product that performs exactly as promised, that has brought Pro Ferrum to the attention of the U.K. military and special forces and now, has carried the brand beyond Europe to the shores of the United States, where the next chapter of the company's story is only just beginning.

Members of the media can pre-schedule a meeting and demonstration at IWA OutdoorClassics 2026 or submit enquiries using the contact details below or find us in Hall 1 - Booth 1-121a

Media Contact Details:

Julian Cann - Pro Ferrum Ltd.

Mobile (UK): +44 7702 465913

Telephone (UK) +44 1300 341201

Email: julian.cann@proferrumfluid.com

Website: www.proferrumfluid.com