

THE LUSCO STORY

A brief history of Lusco sealing compounds

Over 70 years ago a unique chemical formula was developed in the U.S. by Mr. C. F. Lusk. This exclusive formula was able to successfully repair leaks and seepage in liquid systems such as boilers, pipes, tanks, radiators, engines etc. – almost any system where heat and pressure were present, or could be present, during the repair process.

Through the years the Lusk family continued to develop superior chemical cleaner/sealer products, resulting in Lusco cubes, Rebuilder Cubes, and Lusco Air-Flo powder.

The unique formula has successfully repaired thousands of systems over the many years that it has been available.

In Feb. 1976 the assets, formulas, trademarks etc. of the C. F. Lusk company were purchased by Pioneer Products Inc., Mississippi, who continued development, production and marketing of the range around the world until 2016.

Around 40 years ago Romick Agencies began importing Lusco Cubes into New Zealand, marketing them in Australia and New Zealand as SealWel Cubes. Auto Agencies Ltd purchased Romick in 2006, and continued to import, package, distribute and export the product as SealWel.

In June 2016 the assets, formulas, trademarks and manufacturing equipment were purchased from Pioneer by Auto Agencies Ltd, and the materials and equipment were shipped to New Zealand. Production commenced in N.Z. in August 2016. Global distribution under the SealWel brand began at the same time.

