Rubicon's commitment to practical innovation is inclusive of a relentless pursuit of ingenuity, research and development.

Rubicon's global reach and local roots provide our customers with dedicated service and support throughout the project lifecycle backed by best-in-class manufacturing, engineering and product line expertise.

OUR APPROACH

Rubicon's approach to business is simple. We focus on 4 primary guiding tenets:

Practical Innovation
We drive ingenuity, simplicity and effectiveness in everything we do, ensuring customers reach their objectives as quickly and cost effectively as possible.

Superior Customer Service
We engage a customer first culture driven by the relentless pursuit of customer satisfaction and retention.

Financial Discipline
We establish smart financial practices that emphasize stakeholder return, financial flexibility and generate a sustainable platform for profitable growth.

Accelerated Growth
We position high value product lines to grow faster than the market and their respective competitors.

Rubicon’s portfolio of products spans the complete lifecycle of the well—from well planning to well capping. Many of our products are unique in the industry, and all are widely recognized for their ingenuity, simplicity and effectiveness in ensuring that customers reach their objectives quickly and cost effectively.

We listen and learn from our customers and develop products better suited for their specific applications. Our process begins and ends with research and development. We often enlist customers to participate in our research process. Their involvement ensures that once the new product comes to market, it is fit-for-purpose, fully attuned with customer needs.

SMALL ENOUGH TO CARE BUT LARGE ENOUGH TO DELIVER
Applying our proven expertise to solve real world problems during the lifecycle of the well

Rubicon’s applications engineering teams are located around the globe, putting their knowledge and experience to work for you. Our specialists enter the conversation early, when the well planning is just getting started. All along the well life cycle, they perform pre-run analysis and modeling to accurately drive performance optimization, operational efficiency and risk mitigation by providing your team with the best solutions and recommendations.

Regardless of whether your challenge is in the drilling, well construction, cementation, completions or intervention process, Rubicon strengthens the learning curve through a physics-based approach while identifying for improved performance and operational optimization.

Our industry experts address challenges related to:

- Geomechanics and Wellbore Instability
- Excessive Torque & Drag
- Setting Casing / Completion to Planned Depth
- Zonal Isolation & Long Term Wellbore Integrity
- Production Enhancement
- Well intervention & Abandonment
- Optimizing Cement Coverage
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BUT WE DON’T STOP THERE.

Regardless of whether your challenge is in the drilling, well construction, cementation, completions or intervention process, Rubicon strengthens the learning curve through a physics-based approach while identifying for improved performance and operational optimization.

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TO SEE SOME EXAMPLES OF OUR APPLICATIONS ENGINEERING EXPERTISE AT WORK FOR OUR CLIENTS, VISIT OUR WEBSITE.

SAFETY & QUALITY

Our dedication to producing a high-quality product is backed by our commitment to maintaining an international suite of quality certifications, including API and ISO. We follow a rigorous program of continuous improvement designed to develop and maintain the highest levels of quality and traceability throughout every step of the manufacturing process.

A strong, visible commitment to safety and quality is at the heart of Rubicon’s culture.

MANUFACTURING & QUALITY

With facilities equal in size to our commitment, our in-house manufacturing capabilities ensure that customer needs and simplicity in application remain the top priority. With manufacturing sites in key locations, we offer a vertically integrated, lean manufacturing platform with specialized production facilities and a best-in-class testing facility, ensuring a highest quality end product that reduces risk and simplifies complexities.

MANUFACTURING
Geomechanics integrates rock mechanics, geophysics, petrophysics and geology to quantify the response of rock to any changes in state of stress, pore pressure, temperature and exposure to drilling fluids. While mud programs are designed to ensure wellbore stability in balancing circulation pressure versus pore & frac pressures along a well section, the variability of the formation properties still expose operators to localized problematic areas such as mobile formations, reactive shales, tectonics and fractured formation. Weak formations, exposed extensively to pipe rotation, will also be subjected to side oriented wear, leading to keyseats.

The challenges associated with Geomechanics and formations heterogeneity will ultimately lead to poor quality, irregular shaped wellbores. The ineffective management of these challenges while drilling will result in susceptibility to increased torque, drag and vibration, poor weight transmission bow ECD trapping challenges and stuck BHA. Along the well lifecycle, these effects will also impact the subsequent operations of casing, completion deployment and cementation.

Rubicon offers several best-in-class products designed to maintain wellbore stability, including:

- **GunDRILL Reamer**
  Acting as a smart stabilizer integrated into the drilling BHA, the GunDRILL Reamer improves hole shape, smoothness and wellbore quality—significantly reducing the risks associated with borehole instability.

- **TorqAVENGER**
  Provides stabilization by centralizing the BHA, minimizing downhole lateral & torsional vibrations and reducing BHA fatigue.

- **Roller GunDRILL Reamer™**
  Efficiently combines the customer benefits of both the GunDRILL Reamer and TorqAVENGER.

- **NightHAWK Drilling Jar System**
  Utilizes unique hydraulic valves and spacing for optimal jarring force to tackle multiple jarring events.

- **SureREACH Motor**
  Sacrificial tool, run on the bottom of a non-rotatable final casing, liner or lower completion string to ream or drill to planned TD.

- **BridgeBUSTER**
  Designed to be run on the bottom of the casing or liner to enable strings to be washed, rotated and reamed to planned TD.

- **NaviSHOE**
  Advanced casing Shoe System, allowing an eccentric nose to be gradually indexed through compression on the bottom hole, guiding and facilitating the deployment across obstructions.

- **EzeeGLIDER**
  Demonstrates field proven lower friction coefficients, leading to superior drag and rotational torque reduction with no requirement to rotate the completion assembly.

- **OptiMIZER**
  Lightweight centralizer manufactured from high abrasion resistant polymer facilitating deployment in high inclination sections and ensuring required stand-off at TD.

- **CentURION**
  Demonstrates field proven superior robustness, optimized stand-off, casing centralization and running force, while minimizing the impact on ECD.
Destructive Drilling Dynamics & Inefficient Directional Control

The drillstring ultimately connects the drill bit to surface equipment, allowing the mechanical transmission of weight, rotation and torque across the system. While drilling, the dynamic response of the drillstring will be driven by the string design (drill pipe stiffness, BHA design), operational parameters (WOB, RPM), operational practices (the way the driller manages their application) and the drilling environment (formation properties, wellbore trajectory).

Similarly, the capacity to deliver the wellbore trajectory as per plan will be driven by the capability of the BHA to steer and maintain the desired trajectory. Inefficient directional control will require numerous directional corrections, leading to localized dog-legs and highly tortuous wellbore.

Clearly, the wellbore quality comes as a critical common factor in both Directional & Dynamics challenges.

String vibrations are generally identified along one of the following three main forms:

- Lateral Vibrations (lateral movement of the string off center, sourced at the bit (Bit Whirl) or at the BHA (BHA Whirl))
- Torsional Vibrations (string twist & wind up, resulting in RPM & torque fluctuations and referred to as Stick-Slip)
- Axial Vibrations (oscillations along the string axial's direction, commonly referred to as Bit Bouncing)

Vibration modes can couple and excite other modes of vibration. The primary effect of severe vibration will result in low drilling performance and shorter bit life. It can ultimately lead to downhole equipment failure, wellbore damage and poor directional control.

Inefficient directional control will impact drilling performance, weight transfer, generate high torque & drag, and increase the susceptibility of the string to vibrate. Along the well life cycle, it will impact the capacity to deploy the string to TD, compromising both casing centralization and optimum cementation. Over time, localized DLS can be the source of problematic casing wear.

Integrated within the BHA, Rubicon solutions proactively contribute to the directional response of the drilling system while improving the wellbore conditioning when and where required.

YOUR CHALLENGES…OUR SOLUTIONS

- TorqAVENGER
  - Provides axial oscillation of the drillstring, allowing axial drag reduction in slide drilling operations and improved weight transmission.
- GunDRILL™ Reamer
  - Acting as a smart stabilizer integrated into the drilling BHA, the GunDRILL™ Reamer improves hole shape, smoothness and wellbore quality significantly reducing the risks associated with borehole instability.
- SteadiDRILL
  - Its rugged design and flexibility empowers operators with confidence and options to meet any drilling requirement.
- ResonATOR X³
  - Provides axial oscillation of the drillstring allowing axial drag reduction in slide drilling operations and improved weight transmission.
Excessive torque & drag is generated as a result of the incremental friction between the tubulars in motion in contact with the wellbore. As wellbore geometry gets more complex, challenges associated with torque and drag become more prevalent, from the well design stage (potential reservoir access & exposition) down to the operational implementation.

Torque & drag challenges find their sources in the core of the drilling operations, being conditioned by the wellbore stability, the drillstring dynamic behavior, the quality of the wellbore being drilled, the effectiveness of hole cleaning practices and interaction of the drilling fluids with the formation.

Multiple challenges caused by excessive drag include poor weight transfer to drill bit, inconsistent ROP while drilling in lateral/step out sections, additional time required for wellbore conditioning, long completion running times and ultimately failure to complete the wellbore to planned TD.

Multiple challenges caused by torque limitations include sub-optimal drilling performance related to torsional vibrations or stalling, and damage to mechanical and electrical BHA components.

The inability to turn pipes exposes operators to major issues such as stuck pipes, effective well cleaning, drilling and deploying strings to TD, and drastically reduces contingency options when required.

Rubicon offers a wide range of technologies and expertise to help minimize problems related to torque and drag. Enabled through our advanced Applications Engineering teams and industry leading software, we provide our customers with a better understanding of the wellbore environment, establishing the best approach to mitigate these friction related challenges and the associated technological solutions.

Rubicon offers a variety of products to solve torque and drag, namely:

- **GunDRILL Reamer**
  - Acting as a smart stabilizer integrated into the drilling BHA, the GunDRILL Reamer improves hole shape, smoothness and wellbore quality—significantly reducing the risks associated with borehole instability.
  - **Roller GunDRILL Reamer**
    - Efficiently combines the customer benefits of both the GunDRILL Reamer and TorqAVENGER.
  - **ResonATOR X³**
    - Provides axial oscillation of the drillstring, allowing axial drag reduction in slide drilling operations and improved weight transmission.

- **TorqAVENGER**
  - Provides stabilization by centralizing the BHA, minimizing downhole lateral & torsional vibrations and reducing BHA fatigue.
  - **SUREREACH Motor**
    - Sacrificial tool, run on the bottom of a non-rotatable final casing, liner or lower completion string to ream or drill to planned TD.
  - **CasingSWIVEL**
    - Extensively used in complex casing or completion string deployment, the CasingSWIVEL is an integral part of the casing string, allowing the selective rotation of the upper portion of the strong without rotation or torque to be transmitted to the casing string below.
  - **NaviSHOE**
    - Advanced casing Shoe System, allowing an eccentric nose to be gradually indexed through compression on the bottom-hole, guiding and facilitating the deployment across obstructions.
  - **BridgeBUSTER**
    - Advanced reaming shoe technology, designed to be run on the bottom of the casing or liner to enable strings to be washed, rotated and reamed to planned TD.
  - **EzeeGLIDER**
    - Demonstrates field proven lower friction coefficients, leading to superior drag and rotational torque reduction with no requirement to rotate the completion assembly.
  - **OptiMIZER**
    - Lightweight centralizer manufactured from high abrasion resistant polymer, facilitating deployment in high inclination sections and ensuring required stand-off at TD.

**YOUR CHALLENGES…OUR SOLUTIONS**
Challenges Encountered by Excessive Lateral, Axial, or Torsional Vibration include BHA failures in both mechanical and electrical, reduced bit life and severe bit damage, NPT due to tripping for failures, extremely low drilling rates, poor weight transfer, casing wear and severe wear on BHA components or drill string to name a few.

Rubicon offers several best-in-class products including:

**SwivelMASTER**
Extensively used in complex ERD Liner/completion string deployment, the SwivelMASTER allows the selective rotation of the upper portion of the string (Drill pipes) without rotation or torque to be transmitted to the casing string below.

**CasingSWIVEL**
Extensively used in complex casing or completion string deployment, the CasingSWIVEL is an integral part of the casing string, allowing the selective rotation of the upper portion of the string without rotation or torque to be transmitted to the casing string below.

**BridgeBUSTER™**
Advanced reaming shoe technology, designed to be run on the bottom of the casing or liner to enable strings to be washed, rotated and reamed to planned TD.

**NaviSHOE**
Advanced casing Shoe System, allowing an eccentric nose to be gradually indexed through compression on the lower hole, guiding and facilitating the deployment across obstructions.

**EzeeGLIDER**
Demonstrates field proven lower friction coefficients, leading to superior drag and rotational torque reduction with no requirement to rotate the completion assembly.

**OptiMIZER**
Lightweight centralizer manufactured from high abrasion resistant polymer, facilitating deployment in high inclination sections and ensuring required standoff at TD.

**SureREACH Motor**
Sacrificial tool, run on the bottom of a non-rotatable final casing, liner or lower completion string to ream or drill to planned TD.

Setting Casing / Completion at Planned Depth

Casing points are strategically defined by drilling engineers to ensure wellbore stability while drilling, through the design and implementation of the drilling fluids program. It is therefore a critical component of the well construction process.

Complex completion strings are designed by the production engineers in order to optimize short and long term well productivity. Often, completion strings include fit-for-purpose components (screens, packers, IOB) which need to be accurately located within the reservoir section to match the formation and fluid properties.

Failure to quickly and accurately set the completion at planned depth increases the risk of spiraling well construction costs and compromises productivity. While some potential deployment challenges can be identified at the well planning stage, others rely on the quality of previous drilling and tripping operations, and some may just arise during deployment—requiring available contingency solutions on the string.

YOUR CHALLENGES…OUR SOLUTIONS
Optimizing Cement Coverage

The purpose of primary cementing operations is achieving zonal isolation and ensuring long term casing mechanical integrity. All along the well life cycle, from drilling to production, casing strings will be subjected to fluctuations in mechanical stresses, side-forces, pressure, temperature, fatigue and interaction with drilling & indigenous fluids. During cementing operations, float equipment is essential for preventing back-flow while also serving as a landing point for wiping and displacement plugs. When surge pressures on the formation are a concern, our float equipment can be configured to auto-fill to prevent formation damage.

Optimum cement coverage will be achieved if the cement slurry is capable of fully displacing the mud all around the annular space. Uneven cement sheets and channeling resulting from poor cementing practices will impact zonal isolation, productivity and well integrity, leading to highly expensive well intervention and remedial cementing operations.

Together with a properly defined cement slurry system, the wellbore quality and the effective centralization of the casing within the wellbore, will have a drastic impact on the cement flow around the casing and therefore its capacity to displace mud efficiently. The cement flow around the casing can be further enhanced by pipe rotation while cementing.

Typical challenges associated with cementing operations are insufficient mud displacement, insufficient casing standoff and ECD challenges putting a limitation on pumping rates. These challenges expose operators to risk of channeling, decreased cement mechanical properties and premature cement setting to name a few.

Rubicon offers several best-in-class products including:

**FLOAT EQUIPMENT**
- Conventional Float Equipment
- Inner String Float Equipment

**CENTRALIZERS & ACCESSORIES**
- CentURION One Piece
  - Demonstrates field proven superior robustness, optimized stand-off, casing centralization and running force, while minimizing the impact on ECD.
- EzeeGLIDER & OptiMIZER
  - Low Friction Solid Centralizers, combining low friction factor & adequate stand-off.
- Bow Spring Centralizers
  - Full suite of low springs manufactured from high quality spring steel and heat treated to achieve minimum starting and running force, and maximum restoring force.
- Solid Body Centralizers
  - Recommended for use in close tolerance and liner applications, and suitable for reciprocation and rotation during cementing.
- Integral Centralizer Sub
  - Designed to use in deepwater wells, where tight wellbore restrictions and underreamed sections are encountered.

Internal Centralizer Sub

Non-Welded Bow Spring Centralizers

Welded Bow Spring Centralizers

CentURION: One-Piece Centralizers

Supercombo Integral Bow Spring Centralizer Sub

Inline Integral Centralizer Sub

D2 Integral Bow Spring Centralizer Sub

Below Integral Centralizer Sub

*Figure 1: Integral Bow Spring Centralizer Sub*
Achieving Cementing Goals In Weak Formations

When cementing around problematic zones there is an inherent risk of formation breakdown resulting in losses, uncovered zones, and unacceptable TOC. This risk is amplified when cement is placed in a single-stage, resulting in a relatively heavy column of cement being placed above the weak zone.

Performing multi-stage cement jobs helps to protect these zones and place cement where it is needed the most. Packers may be placed above problematic zones to protect them from breakdown, and multi-stage cementing equipment may be positioned to selectively place cement where required.

Breakdown of weak formations due to high hydrostatic pressure from a tall column of cement can be reduced by including stage cementing equipment which also allows for effective zonal isolation around lost circulation zones. Using multi-stage cementing equipment also assists in selectively placing cement over specific casing intervals.

Challenges Encountered when Cementing around Weak Formations include severe losses and formation damage, resulting in insufficient placement of cement, uncovered zones, poor barrier control, and the need to perform costly remedial cementing.

Rubicon offers several best-in-class products including:

- **EXTERNAL CASING PACKER**
  - Designed as a continuous one-piece mandrel to eliminate the need for internal threaded connections. Self-centers in vertical, deviated and horizontal wellbores.

- **FLOAT EQUIPMENT**
  - Manufactured to the highest quality specifications, our float equipment is available in a range of customizable options.
    - Conventional Float Equipment
    - Inner String Float Equipment

- **MULTI-STAGE CEMENTING EQUIPMENT**
  - Designed to reduce breakdown of weak formations due to high hydrostatic pressure for effective zonal isolation. Stage Collars available in both hydraulic & mechanical and 2 & 3 stage.
    - Phenolic Hydraulic Stage Collars
    - Aluminum Mechanical Stage Collars
    - Aluminum Hydraulic Stage Collars
    - Slim Hole Hydraulic Stage Collar
    - 3 Stage – Mechanical-Hydraulic Stage Collar
    - 3 Stage – Hydraulic-Hydraulic Stage Collar

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Downhole Condition & Restriction Limitations

Many workover, intervention, and abandonment applications require the deployment of Packers or Bridge Plugs below a restriction which excludes the use of conventional tools.

Further, when Packers or Bridge Plugs are required to be set at a depth where casing is severely damaged or open hole is washed out, conventional tools are unable to provide an adequate seal. Rubicon offers a wide range of inflatable products to provide a solution where these limitations exist.

Well Service Challenges caused by Downhole Restrictions include situations where temporary isolation is required below a tubing or casing string. Because conventional tools cannot pass through these restrictions and set inside a larger bore below, operators may otherwise be forced to remove entire production strings to perform the required well service work.

Rubicon offers several best-in-class products including:

- **INFLATABLE SERVICE + PRODUCTION PACKERS**
  - Reconfiguration and well service operations sometimes encounter restrictions that limit the ability to use traditional downhole tools. Inflatable service and production packers enable well service without the need for costly removal or remediation of these restrictions.
  - Type CB Setting Tool
  - Type CB Cement Retainer
  - Model CRB Landing nipple
  - Model CR Sliding Sleeve
  - Expansion Joint

- **THRU TUBING INFLATABLE PACKER**
  - Removal of tubing strings is intense and costly. In the event that well service needs to be provided below a tubing string thru tubing inflatable packers enable these operations without the need to remove the tubing string.

- **TOE VALVES**
  - The HydraSTART STV single-start toe valve eliminates the need for tubing conveyed perforating by providing a simple and reliable hydraulically actuated injection path.
  - The industry leading piston size and protected rupture disk work together to significantly reduce the risk associated with toe valve operation.

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Rubicon offers several best-in-class products including:

**KS-1 KW Packer**
This robust design has become the industry standard for production packer technology. The flexible design and construction options enable the packer to be tailored to any well environment.

**KS-3 Packer**
The simple design and operation brings more value in completion operations that can be set in compression.

**WTTC Retrievable Bridge Plug**
The robust construction and compact design provide a high pressure barrier that can function in multiple well environments including wells with higher deviation.

Rubicon offers products to fish even the smallest item from downhole, including:

**External Catch**
Designed to engage, pick-off, retrieve most sizes of fish and capable to release to the packer. The tapped construction simplicity and strength of the Logan Oil Tools Overflush makes it the perfect choice of all external catch fishing tools.

Available in:
- Series 10 Sucker Rod Overflush
- Series 20 Short Catch Sucker Rod Overflush
- Series 30 Short Catch Releasing Overflush
- Series 40 Short Catch Sealing Overflush
- Series 50 Circulating Overflush

Accessories are available for the overflush.

**External Catch Accessories**
- Series 150 such as Extension Subs, Well Head Cap, Diameter, Glueless Gland, and High Pressure Pack off Assemblies;

**Internal Catch**
Strength and redundancy of the Fishing Spares are used to internally engage and efficiently retrieve all sizes of fish. Also available are red lining and casing. Designed to engage typically a flanged end assembly of the spool or other vertical section of the well, to secure position, and internal engagement. Key recovery features include:
- Tube Explosive Assemblies
- Fishing Spares
- Tube Explosive Assemblies
- Casing Sizing beyond the normal size of the pipe graph. Logan's superior energy to its design and building and manufacturing a fishing tool is now available.

**Junk Catchers**
Used to collect and isolate small objects such as bit cones, slips and hand tools from the hole. Logan Junk Baskets are easy to use and available in several variations. Device designed to engage a fishing magnet by hand tools. It can then be assembled and replaced in the lane assembly.

**Superior Hydraulic Fishing Jars & Energizers**
The Logan Superior Fishing Jar is engineered for speed, strength, and strength to the fishing string. The Logan Superior Energizer is designed for each size and strength, Superior slip and jar rods.

**Superior Hydraulic Fishing Jar**
This jarring tool is designed for speed, strength, and strength to the fishing string. Superior Energizer supplies improved impact during the jarring operation and acts as a fluid spring, saving energy when it is needed on the fishing string.

**Casing Patches**
Logan Type “A” and Type “L” Casing Patch repairs a section of damaged casing without having to remove the workstring to its original state, Logan supplies a variety of repair tools, including Cutting Bits, Internal Cutters, Crossover Subs, Standard Threaded Cup Junk Subs, Threaded Cup Junk Subs, and Internal Pressure Pipe Cutter, Rotary Shoe, and Jumbo Mill.

**Remedial & Repair Tools**
Designed specifically for a variety of problems. All effectively convert hand tools from the hole, to a fishing magnet by hand tools. It can then be assembled and replaced in the lane assembly. Superior Energizer supplies improved impact during the jarring operation and acts as a fluid spring, saving energy when it is needed on the fishing string.
CORE PURPOSE & STRATEGIC INTENT

Our intent is to disrupt the oilfield products sector through a unique approach—to deliver solutions fueled by ingenuity, simplicity and effectiveness, ensuring that customers reach their objectives as quickly and cost effectively as possible.

Committed To Building The Most Exciting Oilfield Products Company In The Industry

WE CALL IT PRACTICAL INNOVATION.

MAKING IT BETTER. From product conception through to design, manufacturing and installation, we partner and adapt to our customers’ requirements every step of the way. We ensure that every product is designed and manufactured to work optimally for every client in every environment—every time.

MAKING IT SIMPLE. Straightforward yet innovative, our products are practical, often multi-functional and designed to reduce unnecessary complexity while maximizing performance. They are easy to deploy, uncomplicated to the user and fit seamlessly with existing drilling and well construction equipment.

MAKING IT HAPPEN. Putting our expertise at our customers’ disposal, we deliver unique, innovative and practical products that meet challenges head-on, ensuring exceptional customer service at every stage of the delivery process.

An Organization Built Upon Responsibility And Integrity

At Rubicon, we:

- Exemplify passion and determination
- Communicate with intention
- Genuinely care about customers
- Embrace and drive change
- Create fun and fulfillment
- Succeed as a team
- Make it easy to do business with us

All in the pursuit of creating superior customer and employee experiences.

"Building something extraordinary is not a function of circumstance, it’s a function of the choices, discipline and talent of the team."

— Mike Reeves, Founder & CEO
NORTH & SOUTH AMERICA

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