



A Journey of 80 years

‘Serving comes before earning’ - This is the customer-focused corporate value under which Blaser Swisslube is celebrating its 80th anniversary. It all started back in 1936 with "Blaha-Glanz" - a shoe polish. Since then, the company has grown from a small regional business into a global player.

The first successful product made by the former Blaser+Co. AG was Blaha-Glanz, a water repellent shoe polish that was sold on the surrounding farms. Willy Blaser laid the foundation for today's company group in the crisis year 1936. As a 20-year-old who had been unable to find work in the painting trade he had trained in, he founded a one-man company in his parent's house in Hasle-Rüegsau where he produced lubricants and chemical-technical products especially for agriculture. Perseverance was the order of the day due to the shortage of raw materials during the war years.

The real upturn in the company's fortunes began after the war when the customer base expanded to mechanical workshops, construction industry, wood and metal processing industries and he first industrial factories. "With the same pioneering spirit that was present when the company was founded, tireless work was done to continue to expand the company, to increase and modernise the manufacturing facilities, as well as to increase the level of research and development," explains current Managing Director, Marc Blaser.

Step-by-step towards becoming a global player

In 1974 Peter Blaser, (Chairman of the Board of Directors since 2010), picked up the baton to manage the company. As a trained mechanical engineer, he introduced and added metal processing in the company's repertoire as well as establishing

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and expanding the sales network in Europe and further afield. Owing to the international orientation and ambitions of the company, the corporate name was also changed to Blaser Swisslube during this time. In 1981, Blaser Swisslube Inc. was founded in Goshen, New York. In 1995 and 1996, subsidiaries in Germany, the Czech Republic and Japan followed. Today, Blaser has its own subsidiaries and agents close to its customers in around 6 countries across the globe and employs a total of 600 employees - 300 of them are employed in Switzerland.

From metalworking fluid to Liquid Tool

The company continued unabated to develop its expertise in all things to do with metalworking fluids. This involved expanding and refining its research and development facilities to what, today, are the largest of its kind in the industry. With a surface area of around 3,500 m², 70 chemists, microbiologists and laboratory technicians work on designing and developing coolants of the highest quality and, adopting true continuous improvement principles, analyse metalworking fluid samples from customers around the world.

The company inaugurated its Technology Centre in 2009. Speaking on the same, Marc Blaser said, "Our Technology Centre is truly state-of-the-art and enables us to carry out stringent tests on new metalworking products and system solutions. It also ensures that we are able to work in partnership with customers helping them improve their productivity, economic efficiencies and machining quality by identifying and developing metalworking fluid solutions that are tailored exactly to their needs, which we call a Liquid Tool. The ability to work collaboratively with customers is our key strength, and the continued investment in our research and development



facilities provides us with distinct technical (and competitive) advantages.”

Doubling of the tool life

In a recent project, Blaser experts in the Technology Centre impressively optimised the tool life. A renowned partner filled the role of international supplier and manufactured vehicle parts from a high-strength titanium alloy. In the ultra-modern Technology Centre in Hasle-Rüegsau, a range of tests were started with the goal of optimising the tool life during pocket machining.

The specialists at Blaser reproduced the partner's machin-

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ing environment and employed the same machining parameters and data using a DMG Mori DMU 65 mono block machining centre, and began comprehensive tests employing

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trochoidal milling strategies.

The tests compared machining performance (specifically tool wear) when using a conventional metalworking fluid against an optimal metalworking fluid specifically adapted to the partner’s needs. The series of width of wear tests were conducted up to 0.30 mm.

The results were excellent. Using the optimally adapted coolant from Blaser Swisslube, 11 instead of just five pockets could be milled until the wear on the tool forced the processing to be stopped. The result achieved was confirmed in various series of tests, and corresponds to a doubling of the tool life. 

Source: Blaser

EVENT

HaasTec is set for November & December’16

Events are to take place in Ahmedabad and New Delhi in November and December 2016 respectively

The popular HaasTEC shows are returning to India this year with two events arranged for different regions of the nation. Managed by the Haas Factory Outlet (HFO) in India (Phillips Machine Tools India Pvt. Ltd.), the first HaasTEC will take place from November 16–19 at Ahmedabad, Gujarat and it will be followed by HaasTEC Manesar from December 7–10, 2016. In line with previous HaasTEC events, a number of innovative, affordable Haas CNC machine tools will be on view. Indeed, two machines will be on show for the first time in India, the Haas ST-15 & Haas DT-2. All of the Haas CNC machine tools on display will be powered and performing demonstrations, cutting metal. Haas specialists from the HFO will be available to guide visitors through the demonstrations and answer any questions about the machines.

Show stopper HAAS UMC-750 five-axis vertical machining centre offers a capacity of 762 x 508 x 508 mm in the



X, Y and Z-axis respectively. It features a two-axis inbuilt trunnion rotary table and a 40-taper, 22.4 kW, 12000 rpm direct drive spindle. Other features of this advanced machine include a 40+1 side mount tool changer, 25.4 m/min rapids, co-ordinate rotation and scaling, rigid tapping, a wireless intuitive probing system and a 284 litre flood coolant

system. Other Haas CNC machine tool models scheduled to appear at both HaasTEC events include the ST-10Y turning center with Y-axis, VMC’s - VF-2 & VF-2SS & Mini Mill.

Visitors are invited to bring along components or drawings for a full evaluation of optimised machining solutions. The HaasTEC events will also feature a number of the company’s industrial partners, all able to offer complementary technologies and advice.

Demonstrations, tours and a live Q&A counter will be among other event highlights.