



Collaborating with customers

New industrial era puts emphasis on creating eco-system in manufacturing says Punit Gupta, Managing Director, Blaser Swisslube India.



We invest in our Research and Development (R&D) significantly, because that is the best way to keep our new and existing products on the cutting edge of technology.

Can you tell us more about the Liquid Tool concept?

Liquid Tool is our value proposition, which helps in increasing competitiveness of our customers. Doing it by driving their productivity has been a key success element of our company globally. It brings transparency and a holistic view on overall returns on their investments.

Productivity, cost-effectiveness and process quality are factors that critically depend on the selection of metal working fluid and the competence of the partner. Our extensive machining know-how & high expertise, customised services and high technology formulations allows us to work with customers in a deep basis. An area of metal working fluid, which was considered as a necessary evil has been completely turned around with Liquid Tool concept. It helps customers to exploit the potential of machines and tools to a larger basis and win.

Expectations from IMTEX 2019 & Market

New industrial era puts emphasis on creating eco-system in manufacturing and every element in manufacturing has to contribute for higher productivity and process security. The competence at suppliers and customers' end has to work together in a collaborative way to reach the higher standards of working. Customers need competent partners who bring the expertise in the projects and contribute in increased competi-

tiveness. As a globally active and focused company, we have geared up to collaborate with our customers and we are excited to take up new projects, execute as partners and generate added value for our customers through Liquid Tool.

We want to meet customers in IMTEX and explore this unique aspect of Liquid Tool. It would be a pleasure meeting customers in IMTEX 2019.

Please tell us about your new launches.

Synergy 735: It an innovation at Blaser Swisslube. A crystal-clear, water-miscible and oil-free metalworking fluid that ensures spotless surfaces that are easy to clean thanks to its neutral pH and outstanding rinsing behavior. Synergy 735 has a neutral odor, excellent skin compatibility and offers a clear view of the machining process. High cutting performance in a variety of materials such as titanium and aluminum alloys as well as steel and stainless steel, copper alloys and composites. Titan Gilroy from Titans of CNC has switched all his machines to Synergy 735: "It's so clear – it looks just like water. The best coolant I've ever used. My guys love it."



Blasomill GTS 15: Blasomill GTS 15 is a high quality basic oil and is especially developed for grinding and honing of hardened steel, high carbon steel, (case hardened), high alloyed steel, HSS, PM-HSS and Cermet. It is a productivity booster in critical grinding applications like Gear Grinding. Some of the benefits are the reduced burning risk, extended dressing intervals and better surface quality.

How does product development activity take into account the latest technologies to cope with the market demands?

We invest in our Research and Development (R&D) significantly, because that is the best way to keep our new and existing products on the cutting edge of technology. More than 70 specialists in our R&D and customer service laboratory spend every day working together in various disciplines: analysis, chemistry, microbiology, metallurgy, physics, and manufacturing technology.