



Source: Magic Wand Media Inc

“Our belief is that we need a sustainable long term way to generate added value for our customers and create long term partnerships with customers, employees & channel partners.”

**Punit Gupta**  
Managing Director  
Blaser Swisslube  
India Pvt Ltd

**Blaser Swisslube India Pvt Ltd**  
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Metalworking fluid

# Liquid Tool Competence AT WORK

**Punit Gupta, Managing Director, Blaser Swisslube India Pvt Ltd shares his views on the way Blaser Swisslube works towards creating a new dimension in productivity and profitability improvement.**

The new industrial era puts an emphasis on creating an ecosystem in manufacturing, where every element in manufacturing has to contribute toward higher productivity and process security. This can be witnessed at IMTEX. “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,” informs Managing Director, Blaser Swisslube India Pvt Ltd, Punit Gupta.

**A new viewpoint**

It could be interesting to see how companies could enhance productivity

if every element in manufacturing was looked at with an investment view. Thereby, letting all elements in manufacturing generate returns on investment rather than being looked at as expense. With years of focused engagement with the metal working operations in the manufacturing industry, Blaser Swisslube, has developed the concept of Liquid Tool—a new dimension in productivity & profitability. Metalworking fluids have often been neglected and considered as a necessary evil; however, this perspective has been turned around with the ‘Liquid Tool’ concept. With this concept, there is a possibility of enhancing the tool life by 20–40% and also increasing productivity to the tune of 8–15% by bringing in the holistic view with Liquid Tool and collaboration.

**Long-term strategy**

“The Government of India wants the manufacturing industry to grow in India and contribute further to the GDP. It is only possible when the manufacturing sector is at a high level of competitiveness. Our strategy is a perfect fit in this direction, and we feel happy that we have a constant working relationship with our customers and not one that ends in a sale,” avers Gupta

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IIOT

## Providing the RIGHT SUPPORT!

**Yamazaki Mazak has been participating at IMTEX for several editions, bringing to the forefront innovation and service that allows their customers stay ahead of the game.**

Pramod Kore, General Manager, Service & Tech Support, Yamazaki Mazak India Pvt Ltd, believes that IMTEX is an ideal platform to showcase innovations, services and communicate key messages to the market. It is for this reason that company follows a philosophy of only participating in shows when they have new innovations or products to showcase.

Mazak has always been a forerunner in innovation. Pramod advises, “We set a precedent in CNC development with the introduction of our MAZATROL programming language in 1981, and since have continued to improve upon this to bring versatility and ease of use to the production floor. Our latest offering Mazatrol SmoothX enhances extreme productivity advantages to the most demanding machining operations.”

**Preparing for the revolution**

With the onset of the Industrial Internet of Things (IIoT) leading the way into the next Industrial Revolution, manufacturers must consider the best way to secure the ‘big data’ that will come from connecting their devices to the Internet.

“Mazak SmartBox, a revolutionary launch platform for easy and highly secure entrance into the IIoT, is one of the offerings the company is offering. It is a scalable, end-to-end solution that connects manufacturing equipment



“Mazak is the only company in the imported category of machines who has the facility to repair all kinds of spindle used on Mazak machines.”

**Pramod Kore, General Manager, Service & Tech Support, Yamazaki Mazak India Pvt Ltd**

other devices, to a factory’s and allows the free flow of information to management systems,” Pramod.

“At Mazak, we help our customers to gain the competitive advantage through unmatched support,” shares proudly. The company knows the true price of down time and offers unmatched service support to its customers through its wide network. Furthermore, in order to support customers in an affordable way Mazak