



**END-USER FEATURE**

**Helping Customers Win!  
 The Blaser Swisslube Productivity Trophy**

The 3<sup>rd</sup> edition of Blaser Productivity Trophy in India selected deserving winners from those customers who were willing to document their achieved added value through collaboration with Blaser Swisslube in 2017 and 2018.

**Industry is opening up**

Following five customers have been recipient of the Blaser Productivity Trophy in India. They have experienced considerable enhancement in Tool optimization, Total costs of ownership, Metalworking fluid optimization, Productivity increase, and Process optimization.

**Bajaj Motors Ltd**

**Challenge:** Blaser's aid was sought to examine Bajaj Motors' AAWA AAYA line for improvement potential. After a detailed on-site analysis, the Blaser experts could find a great deal of scope to improve tool life while reducing tool cost by using the right coolant.

**Solution:** The results achieved with the Blaser's suggested coolant, Blasocut BC 4000 Strong were overwhelming. Bajaj Motors could reduce tool costs and improve their surface quality. The investment paid back in a month's time and generated an annual net saving of almost ₹5.6 million.

**Highway Industries Ltd**

**Challenge:** The company was looking for a compe-

tent partner that could help it achieve its goals of improvement in sump life, coolant stability, corrosion protection, and tool life, and reduction in machine breakdowns.

**Solution:** The project started with the use of BC 20 SW Blasocut that is based on a unique bio-concept, making it one of the safest formulations in the world for humans and the environment. Highway Industries achieved its goals with a substantial reduction in tool cost. This optimization helped the company achieve an annual saving of ₹1.1 million for 23 machines.

**Cummins India**

**Challenge:** Cummins India's Phaltan Engine Plant manufactures QSK 23 L and 60 L engines along with critical components machining with design flexibility for KV, N14 and K19 models. The plant experienced corrosion issues on costly machined components and there was an urgent need to work on the process security.

**Solution:** Blaser was chosen as the partner with the requisite robust technology and a high competence to analyze and support. The central system of 1,20,000 L was filled with Blaser's innovative formulation B-Cool 9665 that has an excellent corrosion protection behavior and a good cutting performance. It gives an extremely stable emulsion due to a highly robust formulation technology.

**Mahindra Vehicle Manufacturers Ltd**

**Challenge:** Mahindra's popular utility vehicle (Brand name: Bolero) saw an increased demand from the market. Having the machining processes fully optimized and capacities fully utilized, it was a big challenge to increase the output further.

**Solution:** Blaser's Blasocut BC25 with high cutting performance and high stability met Mahindra's requirements. After intense testing, that resulted in a cycle time reduction of 15 percent, the coolant was deployed on the entire Cylinder Block line. This resulted in a huge saving of ₹3.6 million for Mahindra. The accuracy in machining cylinder blocks improved by more than 33 percent, which was an added value.

**OSG India Pvt Ltd**

**Challenge:** As part of the drive to fulfil its customers' demands through continuous improvements, OSG India wanted to enhance its long-term carbide grinding process capabilities.

**Solution:** Innovative hydro-cracked formulation Blaso-



“Productivity, efficiency and quality of machining in a manufacturing process depend significantly on the selection of the right coolant. To make this connection visible, we have created the Blaser productivity trophy. By awarding the productivity trophy, we honor the exceptional cooperation and mutual success with our customers.”

**MARC BLASER**  
 CEO  
 Blaser Swisslube AG

grind HC 5's high performance and reliability made it possible to reduce the cycle time and achieve a 12 percent productivity increase. Improvements in wheel loading, process security and surface finish were also achieved. The investment done by OSG was more than justified with an annual saving of ₹14 million.

All five cases prove the importance of the right coolant and the tailored customer service of a competent coolant partner. All customers are eager to continue and expand their cooperation with Blaser Swisslube. The contest will continue in the future and Blaser Swisslube India looks forward to improve more machining processes.



“Liquid Tool gives us a chance to grow with customers who have a holistic approach to production and manufacturing processes, and recognize the true value of cutting fluids. We want our customers to be more successful with our Liquid Tool and would like to commit ourselves to do everything possible in this journey.”

**PUNIT GUPTA**  
 Managing Director  
 Blaser Swisslube India Pvt Ltd



“Automobile manufacturing is one of the most challenging and changing industries. Process optimization and productivity increase is the only way to survive. I thank the Blaser team for their support in our initiative. We were unaware that by incorporating a small change in our process through the Liquid Tool, we could gain substantial savings.”

**TARUN BHARGAVA**  
 Asst. Vice President  
 Bajaj Motors Ltd



“The implementation of a robust coolant monitoring system was exactly what Highway was looking for. Thanks to the Blaser Team for helping us achieve significant improvement in tool life.”

**DEVINDER SINGH**  
 General Manager - Production  
 Highway Industries Ltd



“Blaser's expertise has helped in good coolant monitoring practices. We are highly confident that it is going to be a long journey of mutual co-operation and success with Blaser.”

**ABHIJEET BHANDARI**  
 Deputy General Manager  
 Cummins Technologies India  
 Pvt Ltd



“The holistic approach of Blaser and our investment in its Liquid Tool solution was the right decision for us. We are excited to explore more of the solution while implementing it in our other areas of manufacturing.”

**PANDURANG KASTURE**  
 Senior Manager  
 Mahindra Vehicle  
 Manufacturers Ltd



“We have achieved good results with the Blaser's solution. The co-operation has begun and we are excited to look at the consistent results on various process parameters for the next five years and to even expand our collaboration.”

**NAOKI 'NOAH' NISHIKAWA**  
 Managing Director  
 Carbide Cutting Tools  
 (OSG India Pvt Ltd)