

# ▶ BECOME A CUTTING FLUID MANAGEMENT PARTNER

MONTE DHATT, SALES DIRECTOR - AMERICAS, MASTER FLUID SOLUTIONS

Cutting fluid is often a neglected aspect of a metalworking operation—but it can have one of the biggest impacts. Though it typically comprises less than 1 percent of a manufacturer's budget, selecting the right fluid and maintaining it properly reduces costs in most operational categories, from tooling to labor, and employees to productivity.

Master Fluid Solutions was founded more than 70 years ago to elevate manufacturing with industry-leading cutting fluids. With sustainability at our core, Master pioneered fluid recycling in the 1970s, establishing it as an industry-wide practice. Dedicated to raising standards in manufacturing, we have a strong focus on high-performance metalworking fluids and improving cutting fluid management. Our products are sold through our valued distributors to provide local inventory and an even higher level of customer support. Here's what to expect from a site visit with one of our field sales and service experts:

## ✓ Full plant survey.

Master Fluid Solutions district sales managers and service engineers first conduct a full-plant audit to understand challenges, and assess current fluid management protocols. We analyze everything related to fluid maintenance, including the waste stream and look for areas of improvement.

## ✓ Performance review.

With all facility stakeholders, we investigate the findings of the plant survey and present areas for improvement relating to sump life, tool life, throughput, and other KPIs as well as analyze other potential issues, such as bacteria, odor, corrosion or contact dermatitis.

## ✓ Recommendations.

The last step of a site visit involves drafting a strategy for managers to improve their coolant management practices and overall performance. We help determine the best fluid for our customers, and often with significant cost reduction and reduced downtime.

## ✓ Implementation.

We work closely with management, operations, EH&S, and maintenance to implement best practices and ensure long-term success for our customers and distributors.

All Master Fluid Solutions representatives are technical experts in the field, creating partnerships with our customers and distributors backed by industry-leading lab support located at our manufacturing facility in Ohio. To schedule a site visit, call +1 800-537-3365 or email us at [info@masterchemical.com](mailto:info@masterchemical.com).



DHATT

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# ▶ THINK POSITIVE

## Turn supply chain woes to your advantage

ELLIE GIRARD, SOUTHERN CALIFORNIA DISTRICT MANAGER & OEM MARKETING SPECIALIST, LUBRIPLATE

Supply chain disruptions are plaguing the world right now for a laundry list of reasons. Major weather events have happened. Fires have destroyed facilities. Product recalls have slowed production. Labor shortages have led to increased downtime. But most notably, the shut-downs, which began in March 2020 when COVID-19 was declared a pandemic, caused tremendous stress on the global supply chain. Now, as our economy recovers, no industry is immune to supply chain troubles.

Unfortunately, as a lubricant manufacturer, it is close to impossible to prevent supply chain issues for our distribution channel partners. However, we can take steps to appease the supply chain disruptions our distributors are experiencing. For example, at LUBRIPLATE, we have increased our raw material supply so we can have our lubricants ready when our

distributors require them. We continue to provide interim, alternative recommendations from our product line. We have created instructional videos which provide solutions for our distributors like loading grease guns from pails and kegs to appease the major grease cartridge shortage we are in. In addition, we offer our products in Perma automatic lubricators as another alternative to using grease cartridges.



There is no doubt that the industrial distribution world is enduring turbulent times right now. You are most likely experiencing longer lead times, reduced inventories, and fluctuating prices. It is important to identify those supplier partners who are providing tangible solutions to help you combat these disruptions to keep your business running efficiently and remain profitable.



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