

SUPPLY CHAIN ISSUES WITH INDUSTRIAL LUBRICANTS

JIM GIRARD, EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING OFFICER, LUBRIPLATE LUBRICANTS CO.

The previous three years have been very trying for industrial distributors and their vendors. Industrial lubricants' manufacturers have not been immune to the chaos. Supply chain issues have affected the pipeline for calcium sulphonate and polyurea grease products. The availability of empty cartridges for grease guns has been very inconsistent. There have been supply chain delays with steel drums and pails, plastic pails and bulk bins. Worse yet, significant price increases passed to all industrial lubricants' manufacturers and then on to industrial distributors created many supply hardships with customer/users.

All of this points to industrial distributors partnering with reliable lubricants' manufacturers.

Raw materials and packaging planning has become vitally important. When your customers order, for example, NSF registered H1/food grade seamer/closer oil, they

want it today. Your lubricants manufacturer partner better have it in stock, and that means team planning.

If there is a shortage of a particular lubricant, the industrial distributor should be able to contact the lubricants manufacturer's representative to request a customer visit to review the application and suggest short-term alternatives. If grease cartridges are not available, then the lubricant manufacturer's representative can suggest other methods of conveying bearing grease.



Factory-direct representation has never been more important than during this supply chain shortage economy to solve problems and develop trust with customers. Make sure your lubricant partner has a roster of factory-direct field representatives who can get to your customers as soon as possible and deliver face-to-face service.

WHY STARRETT M1?

CHARLIE STARRETT, PRODUCT MANAGER, SAWS AND HAND TOOLS, THE L.S. STARRETT CO.

In today's industrial landscape, the demand for effective, all-purpose lubricants is higher than ever. Driven by customer requirements for exceptional performance and versatility on a wide range of applications, Starrett M1 lubricant has emerged as a trusted name in the lubricant market due to its unique formulation, superior performance, and versatility.

Starrett M1 lubricant delivers unparalleled performance, ensuring smooth and efficient operation across various industrial applications, which is the result of several important lubrication characteristics and capabilities. M1 is free of silicone, making it able to stand up to extreme temperatures – ideal for year-round use, no matter the season.

Also, its deep-down penetration works quickly to free frozen nuts, bolts, and metal parts, and getting under caked-on dirt to clean the metal for removal. M1 protects metal

against rust and corrosion damage by providing a molecular shield that adheres to the metal. The Starrett lubricant cleans and polishes for lasting protection when removing grease, tar, and grime from metal parts and painted surfaces. Due to its instant lubrication properties that spread into those hard-to-reach metal parts, M1 stops squeaking and sticking. Also, M1 is not soluble in water, so it gets under moisture, lifting it away from the surface to be protected.

There are several factors that make M1 the best lubricant value for its cost. It dries and will not attract dirt, dust or other contaminants as other leading lubricants do. It produces a micro-thin, airtight coating/film that simultaneously dries as it protects, avoiding dirt, grime, etc., that other "wet" lubricants actually attract. The can will also spray upside down in awkward places without losing propellant power.

One of the key advantages of Starrett M1 is its versatility. M1 is ideal for virtually any metal component found in highly corrosive environments such as in construction, marine, and many more. It is specifically designed to handle a wide range of applications including tools, hinges, appliances, guns, knives, boats and ships, bicycles, mowers, fishing gear, locks, shop machines, cars, trucks, vehicle bumpers, motorcycles, and ATVs. It is also FDA-approved for food safety, making it ideal for the food processing industry.

Distributors and their customers can confidently embrace Starrett M1 knowing that they are equipped with a lubricant that delivers superior performance, reliability, and versatility on multiple applications. Starrett M1 all-purpose lubricant is available in 53-gallon drums, one- and five-gallon containers, and 12-ounce aerosol cans.



STARRETT

A GREENER FUTURE THROUGH SUSTAINABLE SOLUTIONS

FAEZEH SABRI, PRODUCT MANAGER, WALTER SURFACE TECHNOLOGIES

As the world grows more aware of health and environmental issues, WALTER Surface Technologies has committed to improving processes and offering new, long-lasting, cost-effective solutions that help minimize environmental impact while still outperforming the competition.

WALTER has an extensive range of metalworking solutions designed to help customers work safely and efficiently. It includes lubricants, cleaners, degreasers, abrasives, tooling, personal protection and on-site safety equipment, and welding-process solutions. As this product offering broadens, WALTER aims to maintain and boost its sustainability initiatives to deliver an even wider array of green options.

That is why one of WALTER's main goals is to develop safer, more environmentally friendly products with less toxic or harmful ingredients – hence our increased variety of VOC-free and low-VOC products that meet customer productivity needs while minimizing effects on the environment and worker health.

Another important objective is to reduce energy consumption and waste, so we always seek to minimize packaging and make it reusable or to find recyclable alternatives. For example, on top of our aerosolized solutions, we offer our AIR FORCE refill system, which allows users to refill cans with the product they need. This reduces waste, disposal costs and impact with one 55-gallon drum

refilling 520 cans. Our water-based cleaners such as ALU STAR 300 are also packaged at concentrated levels and can later be diluted up to a ratio of 1:200 by the end-user. This signifies less packaging and waste, but also reduced pollution thanks to the transportation of one chemical as opposed to 200 individually-packed diluted products.

As always, WALTER strives to provide customers with the means to achieve greatness through productive and safe products as well as through superior customer experience. We believe greener solutions are essential to help customers work better and to craft a better future for the industry.



SABRI

THE POWER OF 'MADE IN THE USA'

MARK KLEIN, PRESIDENT, KANO LABORATORIES

In a globalized economy, the significance of "Made in the USA" products extends beyond national pride. As businesses continue to navigate intricate supply chains and prioritize customer satisfaction, products manufactured in the United States have emerged as key contributors to supply chain resilience, enhanced customer service experience, and strategic advantage.

The leading advantage lies in the robustness of domestic supply chains. The COVID-19 pandemic exposed vulnerabilities in global supply chains, disrupting the flow of goods across borders. Companies that rely heavily on overseas manufacturing faced significant challenges in sourcing components and finished goods. In contrast, businesses like Kano Laboratories, with a domestic production base, were better positioned to swiftly adapt and meet customer demands, ensuring supply chain continuity even during times of crisis.

The decision of where to manufacture is not all cost driven. In our case, there is a more purposeful intent. Since Kano's founding in 1939, all our sales, marketing, customer service, administrative and production operations are located here in the U.S. It's important for us to support local businesses and our communities.

Kano is the producer of Kroil-branded penetrating oils and industrial-grade specialty chemicals. Our liquid products are produced in Nashville, where the company is headquartered, and the aerosol products are filled in Missouri.

We have found that our American-made products foster improved customer service. We're able to control our destiny with how we ship, quicker response times, reduced lead times, and greater flexibility in adapting to changing customer preferences. This advantage translates into enhanced customer satisfaction, as distributors benefit from faster delivery, higher product quality, and personalized support. We're able to closely monitor and maintain stringent quality control standards, ensuring products meet or exceed customer expectations.

We've received feedback from our distributors that they appreciate American-made products for the same reason we do – to support local businesses. We also hear from product users that Made in the USA matters to them. The power of Made in the USA cannot be understated.



KLEIN