



# PARTNER IN PROGRESS

Manufacturers can significantly improve efficiency, reduce waste and go green with sustainable chemistry, says Gulshan Kumar Sachdev, MD, Quaker Chemical India Ltd

BY NIRANJAN MUDHOLKAR

While focusing on efficiency, performance and cost savings, manufacturers today are equally concerned about sustainability and safety. “Quaker Chemical India is working with several manufacturing companies globally as well as in India to help them achieve these objectives through sustainable chemistry,” says Gulshan Kumar Sachdev, MD, Quaker Chemical India.

For example, Quaker Chemical, which globally supplies process fluids and chemical specialties to various industries, offers a product that replaces many (sometimes 20 or more) dedicated fluids that a manufacturer might use for machining operations. “So, this ‘green’ technology called 2PAQ enables manufacturing companies to be both ecologically and economically efficient,” says Sachdev. “And it also saves huge amount of water.”

Seventeen companies in Europe are already deriving the benefits of this technology and Quaker has now brought it to India. “2PAQ is a compatible, two-part coolant/cleaner that is used for a wide variety of metal working operations, and also has the versatility to be used as a process cleaner,” Sachdev informs.

While acknowledging that India still is a price-sensitive market, Sachdev states that the company has done quite well here despite not being a cost player. “We have grown at a CAGR of more than 50% in the last five years. Even during 2013, where everybody has shrunk their volumes, we have grown by 15% in spite of recession.” That’s the reason Quaker is already amongst



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the top three players in India. “We differentiate between the initial cost and applied cost and explain manufacturers the benefits of considering the latter while taking their decision. In more than 90% cases, we are able to convince them to use our products although the initial cost is higher,” he says, citing the examples of Volvo-Eicher and Tata Motors in India. With a keen focus on the metal working segment, Quaker has been acquiring good market share in this segment. Sachdev says Quaker is a niche player and focuses only on high value products. “We are not into supplying every type of coolant. We work only with specialised customers, who have highly advanced equipment and who appreciate our kind of products,” he says.

Another reason why manufacturers want to work with Quaker – according to Sachdev – is because of its collaborative approach. “Quaker’s partnership starts right from the survey of the manufacturer’s plant. We believe in being a partner in progress rather than just being a coolant supplier. And we are constantly in touch with the customer through robust on-the-ground support.” Quaker has started the concept of chemical management services to offer technical support to its customers. “We collect data when we first step onto the customer’s shopfloor and then we study and analyse metrics for each chemical category, each process and each department. This helps us understand the equipment, the processes and the requirements. We are already working with a lot of customers on this concept as they can focus on their core activities and rely on

us for chemical management. This includes testing of products, advising on maintaining of coolant tanks, cleaning of the tanks, reduction in usage chemicals, ensuring that the chemicals are used rightly, minimising water use and so on along with the improvement of the manufacturing processes. We are basically sharing our expert knowledge and best practices with our customers through this,” Sachdev says.

Thanks to its strong focus on innovation, Quaker synthesizes some of its key raw materials in-house, allowing it to formulate many products from the ground up. “That means, we have better control over the solutions that deliver to our customers,” Sachdev says. Quaker also runs an R&D centre in India. “This R&D centre does independent work and also collaborates with our other centres in Europe, Japan and US.” Sachdev claims that Quaker’s Indian R&D centre is quite strong. “Currently, it is working on several projects to find solutions for latest manufacturing processes. These include high-speed aluminium machining as well as machining of some non-traditional materials in the automotive industry. And we work only towards creating environment friendly technologies that reduce human risks.”

Quaker has also been working with renowned international universities for developing advanced industrial solutions. It is now looking at working with Indian universities as well. “The idea is to exchange knowledge and build industry-academia partnerships that are mutually beneficial.”

**20%**  
REDUCTION IN THE NUMBER OF DEDICATED FLUIDS USED FOR MACHINING OPERATIONS AFTER USING THE 2PAQ TECHNOLOGY.