

# “Resource efficient manufacturing”

**Gulshan Kumar Sachdev**, Managing Director, Quaker Chemicals, in this interaction with Srimoyee Lahiri, discusses his company’s strategy of intimacy with the customer, a heavy service orientation, and the development of exactly the right technology for each application to gain the Indian market share

## What are the recent innovation developments by the company in industries that are important for India’s economic growth?

Two of the most important core values of the company are safety & sustainability and Quaker’s activities are performed on the basis of these. The growing demand for sustainable production models has been a challenge across our industries. One such concept is Resource Efficient Manufacturing (REM) - doing more with less and finding viable reuse and recycling technologies to conserve materials. It has been observed that incremental benefits can be achieved by upgrading to more biostable technologies along with close monitoring. But in order to achieve drastic economic and ecological benefits, a completely new technology is required. This has led to the launch of 2PAQ technology. It includes a compatible, two-part coolant/cleaner that is used for a wide variety of operations. One of the phases can be used as a cleaner and then reused for top-up of the existing cutting fluid tank.

## Can you elaborate on Quaker’s Chemical Management Services (CMS) program and its contribution toward benchmarking practices?

At Quaker, we see management services as a comprehensive way to deliver value to our customers. We use our extensive industry knowledge and process expertise to understand specific issues, solve particular problems and implement demonstrated solutions. The CMS approach is proven in more than 100 metalworking and steel manufacturing sites around the globe. Perhaps the biggest difference is the people who staff our programs. The company has some of the most



respected, well-trained chemical managers in the industry with an average of 12-15 years of experience in managing chemicals, with over 85% having science-related degrees. Our team’s ability to make a real difference relies on the approach and inherent tenacity; we are truly driven to succeed. Our associates support and rely on our culture of knowledge-sharing to tap into information across our global network. This is what separates our company from the rest.

## What are the key industries in which the company aims to invest?

Quaker has been very popular in the rolling oil business and our strategy is to increase our share of wallet in the steel sector whereas metalworking continues to be our focus area. Our latest entry is in the die casting and plating business. Thin organic coating business is also a new area that we have

started exploring and expanding.

## What kind of strategies have been planned to sustain the growth momentum in today’s challenging market situations?

We will continue to produce great formulations, efficient processes, world-class systems and lasting relationships. We are hopeful that the new government will bring us new opportunities to look forward to and we will continue to strive for customer commitment, integrity, teamwork and respect. Our core values are ingrained in each of us and this will help us sail through the challenging situations. □

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