

## **ASHBURN'S APEX 7700EP SAVES MONEY, ELIMINATES STENCH AND IMPROVES COOLANT LIFE**



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**THE WIN:** Ashburn's APEX 7700EP saved the customer nearly \$55,000 in four months.

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A metalworking company based in Arkansas, was facing issues primarily related to unpleasant odors and smells caused by using a competitor's coolant. Seeking a solution, they turned to Ashburn Chemical Technologies for recommendations. While the competitor's product did provide some benefit, the stench issue persisted to the point of unacceptability.

**Challenge:** The primary challenge the shop aimed to overcome was the offensive smell emitted by their coolant. They desired a solution that would not only address the odor problem but also provide improved tool life, lower coolant usage, and enhanced overall performance.

**Solution:** Ashburn suggested replacing the existing coolant with APEX 7700EP coolant, a heavy duty semi-synthetic water soluble metalworking fluid designed for use on ferrous and most nonferrous metals including cast iron and aluminum. It is fortified with extreme pressure additives for difficult machining and grinding operations. It has excellent emulsion stability in hard water and combines the cooling and cleanliness of synthetics with the rust protection and lubricity of soluble oils. It is suitable for turning, milling, drilling, sawing and grinding in individual sumps or central systems. This coolant offered advanced features to tackle the issues the customer was facing.

### **Ashburn Chemical Technologies**

7403 Wright Road  
Houston, TX 77041  
832.399.1000  
ashburnchemical.com  
communications@ashburnchemical.com

**Result:** The outcomes achieved were as follows:

**Tool Life Savings:** By adopting the 7700EP coolant, the customer witnessed substantial tool life savings, resulting in financial benefits.

The specific savings were as follows:

Month 1: \$13,887.19

Month 2: \$2,602.43

Month 3: \$25,816.45

Month 4: \$12,100.44

The tool life savings were calculated based on data provided by the customer, which compared shipping sales data from the previous year to the current year. Additionally, the customer's tooling sales data, which constituted 99% of the total, was considered to ensure accurate comparisons.

#### Customer Benefits:

- **Elimination of Stench:** The primary issue faced by the customer, the offensive smell caused by the coolant, was successfully addressed. Switching to Ashburn's coolant resulted in a significant reduction in odor, creating a more pleasant working environment for employees.
- **Improved Tool Life:** The customer experienced verified improvements in tool life. The use of Ashburn's coolant resulted in increased longevity for their tools, leading to reduced tool replacement costs and enhanced operational efficiency.

- **Reduced Coolant Usage:** By utilizing Ashburn's coolant, the customer reduced their monthly coolant consumption from two totes to just one tote. This reduction resulted in significant cost savings for the company.
- **Cost Savings:** The tool life savings achieved through the implementation of Ashburn's coolant, coupled with the reduced coolant usage, resulted in significant cost savings for the customer. These savings effectively equated to receiving "free coolant" from Ashburn.

Customers in similar situations can benefit from Ashburn's coolant in various ways including:

- Elimination of unpleasant odors in the workplace improving employee comfort and satisfaction.
- Enhanced tool life, reducing tool replacement costs and improving overall operational efficiency.
- Cost savings through reduced coolant usage, resulting in financial benefits for the company.
- A reliable and efficient coolant that addresses multiple metalworking challenges, ultimately leading to improved productivity and performance.

By switching to Ashburn's coolant, the customer successfully resolved the issues of odor and achieved verified improvements in tool life, reduced coolant usage, and substantial cost savings. This case study demonstrates the benefits that customers in similar metalworking situations can expect by implementing Ashburn's high-quality coolant products.

