ATA is a market leader and pioneer in making commercial vehicles like trucks for ages. In 1998, the company decided to enter the passenger car market with its Indica car. For its car production, the plant in Pune was investing in high-performance technology for aluminum machining. Thus, it was on a lookout for competent partners. Its main requirement was a high-performance material removal and a reliable and robust coolant system. After thorough research, Tata decided to get into partnership with Blaser Swisslube. This defined the beginning of its subsidiary Blaser Swisslube India in 2001. At the initial stage of the project, Hans Niederhaueser (now Retd. Sales Manager) from Blaser Swisslube Switzerland came to India to personally fill Tata’s central system. “I still remember how it all started. I flew to India in May 1998 to fill the central system with 80,000 l of our Blasocut 4000 Strong. I am very happy to see that the emulsion is still stable and running smoothly for 20 years now. By avoiding a huge quantity of coolant disposal for the last 20 years, the contribution to the greener planet is priceless,” says Hans.

**Sustainable Blasocut Bio-Concept**

Blasocut 4000 Strong is a coolant out of the Blasocut line. The Blasocut products have an excellent human and environmental compatibility. The technology has been able to contribute to the robust process of machining, high productivity,
Requirement:

In 1998, Tata Motors in Pune was investing in high-performance technology for aluminum machining for car production. Thus, it was on a lookout for a competent partner that could fulfill its main requirement of a high-performance material removal and a reliable coolant system.

Solution:

Blasocut 4000 Strong, a coolant out of Blaser Swisslube’s Blasocut line, which is still stable and running smoothly for 20 years now. The Sustainable Blasocut Bio-Concept technology has been able to contribute to Tata Motors’ robust process of machining, high productivity, and better machining quality.

Making customers happy

The Tata Motors’ passenger vehicles plant in Pune is one of the most advanced manufacturing facilities in India. The facility has introduced many popular models like Indica, Indigo, Marina, Vista Manza, Zest, Bolt, and Nexon. Speaking on his company’s successful association with the automobile giant, Punit Gupta, Managing Director, Blaser Swisslube India, notes, “A happy customer is our main goal. At Tata Motors in Pune, the emulsion Blasocut 4000 Strong is still running great. Our specialists check and monitor the emulsion on a regular basis to control the vital parameters like pH, emulsion concentration and many more. We offer each customer a tailored monitoring plan for their central systems.”

Customers like Tata do not just want a cutting fluid but are also looking for a competent and dependable partner to help organize and optimize their machine processes. With our committed team, we provide this partnership. The collaboration of 20 years is a result of trust and strong commitment from both sides to deliver the best and safest to the industry and the environment.”

Punit Gupta
Managing Director
Blaser Swisslube India

Blaser microbiology lab