

Project Overview

FUCHS is looking to do business with a large Glass Manufacturer but has found it difficult to initiate. By building a technical relationship and identifying an opportunity, our team gained approval for a trial of VITROLIS IS X220 UV in a new machine. Following this successful trial, discussions have led to expansion into other machines and with a wider variety of FUCHS products.

Problem

- Difficulty getting VITROLIS range into a large customer

Solution

VITROLIS IS X220UV TRIAL

By building a relationship with key personnel through technical product data sharing, FUCHS were granted permission to trial VITROLIS IS X220UV in a new IS machine for 12 months to see how it compared to the customer's existing lubricant.

Results

- Successful trial led to the customer having enough confidence in the product to implement it into their other on-site IS machines
- Discussions started towards using the trial product at other customer sites
- Raised confidence in the VITROLIS range has encouraged the customer to look at our full lubricants range

The Customer

The customer has worked within the glass packaging business in Thailand for 60 years. Thai Glass Manufacturer Co. Ltd was established by joint venture with Australia Consolidated Industries Co. Ltd. which is recently Owen Illinois Inc or O-I with supporting in modern technology, Thai Glass Industries is the first glass packaging factory in Thailand and Asia that uses automatic machining. The company's current capacity is 2,400 tons per day.

This came about at a point where BJC held 98.59 per cent of the shares in TGI, expands business by joint venture with Owen Illinois Inc. the world leader of glass packaging, to establish BJC O-I Glass Pte. Ltd. Company as production base in Asia. With the acquisition of Malaya Glass Products in Thailand, Malaysia, and Vietnam, BJC can increase production capacity of glass packaging, and this is an important step of BJC and TGI in penetrating glass packaging business in South East Asia.

The Problem

FUCHS Thailand has offered the VITROLIS product range since 2016 with a focus aimed at the Thai Glass (TGI) - A full production, high capacity customer.

The TGI engineers and production teams are very sensitive to product quality which has made it difficult to approach them in previous years.

With our updated glass portfolio we were able to update them with technical information as a good way to build a relationship with them.

In 2018, THAI MALAYA GLASS (TGM), one of the TGI Group's companies at Saraburi invested in a new IS machine.

At this point FUCHS offered to run trial tests of IS machine oil VITROLIS IS X220UV in this new machine. The technical team at TGI HQ accepted this invitation and agreed to a 12 month trial in this one machine in order to confirm the quality of the product.

Implementation Case Study

The Solution

FUCHS representatives began specifications discussions with the TGI HQ technical team to highlight our high levels of product quality alongside our glass segment major OEM approvals - i.e. Heye, Emhart.

A presentation focus was upon our on-site technical service - Once a month combined with technical consultation with FUCHS local & Global support.

A trial of VITROLIS IS X220UV was set up to demonstrate product performance within the customer's IS machine. Co-operation from maintenance, production and technical teams helped eliminate problems during the trial period.

Result in the technical report showed no production line product performance issues over the 12 months trial, providing peace of mind to the customer.

Results

TGM selected the Emhart machine no.SB51 (10 sections with triple gobs) for trial because it had the highest output capacity and would therefore show results at optimum performance. Good results would show a customer benefit for changing all production line IS machines to VITROLIS IS X220UV.

Before filling the trial machine with VITROLIS IS220UV, conditions and lubricant timings were recorded. The comparative product is Lubrilog, chain HT 220F. Checks included: ambient temperature, mechanism parts temperature and oil film lubricant.

5 mechanism moving parts were selected for focussed operation temperature and oil film lubricant checks: Funnel cylinder rod, Buffle cylinder rod, Blank hinge guide, Blow head cylinder rod, Invert rack gear.

Target temperatures were stable during operation without the need to significantly adjust lubricant timing to support. Also, oil film lubricant should fulfil the mechanical part for smooth movement (observing under UV lighting).

Proven Performance

The trial allowed the customer to trust the product and appreciated the technical service making price negotiations easier to manage alongside regional and global support.

Using the monthly reports generated over the trial period, FUCHS can offer a competitive price to complete the project and were happy to achieve the customer's order for IS oil - whole consumption of Thai Malaya glass in 2021.

This increased trust of our VITROLIS range within the TGI group which is critical for the potential expansion of VITROLIS IS X220UV into their TGI Bangpee plant. It also increases our chances of supplying a wider range of VITROLIS products which would further increase our sales volumes with the entire TGI group.

Next steps:

1. Continuous monitoring of VITROLIS IS X220UV performance at TGM since full production line implementation to ensure a smooth transition period
2. Find opportunity to offer of VITROLIS IS X220UV to the TGI Bangpee plant
3. Offer VITROLIS MM PREMIUM to the technical team at TGI Group HQ for a new trial within the TGI production line at Bangpee plant.