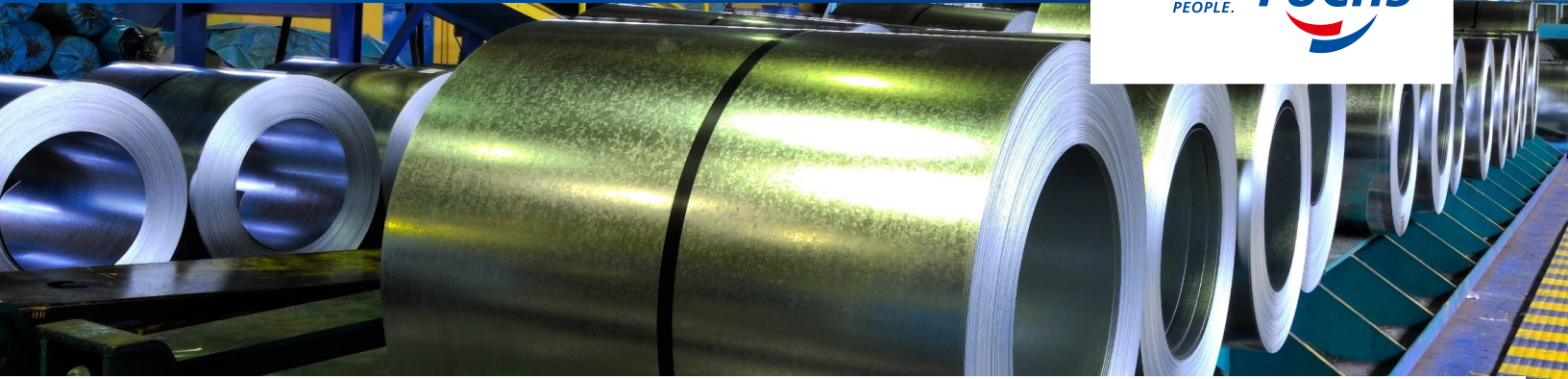


# CASE STUDY

MOVING YOUR WORLD



## Highest performance for your cold reduction mills

**Application: Cold rolling of steel**

**Location: 4-Hi mill, Northeast Arkansas**

### Challenge

Our customer experienced significant performance issues and inadequate technical support from their long-time supplier. Specific challenges included staining of coils, difficulties with galvanizing, high product consumption, as well as product instability and increased maintenance.

### Solution

The introduction of RENOFORM RO SC 84 delivered an innovative chemistry that enhanced cleanliness and improved the management of contaminants, while maintaining the same lubricity and extreme pressure performance as traditional rolling fluids.

“As a longtime supplier to this facility for other lubricants, I was approached after they had learned of our rolling fluid performance in other countries. We conducted a thorough evaluation of their requirements, then localized and customized a proven fluid solution. Throughout the process, we provided the highest level of on-site technical support and monitoring. By actively listening to the customer and collaborating closely-both internally and with the team-we achieved optimal performance on the mill.”

- Mark Zerger, Sales Engineer

### Advantages

- Immediate and lasting improvement in steel and mill cleanliness
- Near-total elimination of staining
- High operator acceptance

# CASE STUDY

## Results

The cleanliness of the rolled steel, mill and rolling oil systems improved immediately following the implementation. Fluid concentration was reduced by 0.5% compared to the previous solution, and reservoir life increased significantly. Overall fluid consumption decreased significantly, and the need for tank-side additives was eliminated. Post processes including cleaning, galvanizing and annealing also saw improvements. Roll forces were maintained at or below previous levels, and roll life was significantly extended.

“It has long been accepted that providing a more stable and cleaner running rolling fluid would result in poor performance in the roll bite, higher roll forces and lower roll life. We are pleased that we have the people, technology and formulary expertise to absolutely change how rolling fluids can perform. It is now possible to achieve clean coils, a clean mill, and significantly reduce quality issues, consumption, downtime – all while delivering the best fluid in the roll bite, the highest level of cleanliness, and extend roll life.”

- Andy Ellinghausen – Sr. Director of Product Management

Over  
**\$900k**  
In  
**REDUCED  
CONSUMPTION**  
of rolling fluid concentrate

**90% increase**  
in backup roll life

**100% increase**  
in work roll life resulting in  
**\$468k** of annual savings