

# **LUBE REPORT**

## **Industry News from LUBES-n-GREASES**

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### **Kroff Joins Metalworking Fluid Fray**

By Nancy DeMarco

Water treatment supplier Kroff has launched a new player in the competitive U.S. metalworking fluid industry. Kroff Process Technologies aims to supply fluids to the primary metals, automotive and durable goods industries.

"It was a natural evolution for Kroff," David Sunderlik, Midwest area business manager for both Kroff and KPT, told Lube Report. "Kroff is a classic water treatment company in primary metals. Big steel was our niche and is still a primary focus. Customers ask us to screen the metalworking fluids coming into their plants, concerned about treatment and disposal issues."

Pittsburgh-based KPT will supply a full line of fluids, said Sunderlik. "Our product line will follow the metals from fabrication through finishing, with cleaners, rust preventives, cutting, drawing and stamping fluids, plus finishing products."

KPT intends to compete nationally, Sunderlik continued, and has established a network of ISO-certified toll blenders to manufacture its formulations. Research and development is carried out at the company's laboratory in Ambridge, Pa., an existing Kroff facility that has expanded to meet KPT's needs.

One initial focus, Sunderlik said, is development of a new, proprietary technology to eliminate volatile organic compounds from KPT fluids. Chemical management services are another promising area for the new company, he added. "From our water management, we were already screening all the fluids coming into the plant. Most of our prospects are existing water treatment customers. Now we can offer Kroff chemistry."

Asked about launching a new company in a recession-ravaged industry, Sunderlik contended that Kroff's timing is good. "In metalworking fluids, we saw great opportunities. With so much consolidation, sometimes customers suffered, especially with levels of service and product availability."

Privately-owned Kroff has grown at a fever pitch over the past two decades, Sunderlik asserted. "We have a simple formula. We hire only experienced people ... so there's continuity that our customers respond to." KPT is "in a growth mode and actively hiring" salespeople with strong technical backgrounds, Sunderlik concluded.