

CASE STUDY

Metalworking Manufacturing : Reduced Spend with a NPE-Free Industrial Floor Cleaner CERFA-KLEEN® 300

The Challenge

Our distributor's customer, a screw machine shop in the Northeastern United States, had very greasy floors from using heavy-misting plant-based cutting oils. Their floor cleaner was extremely expensive. They wondered if they could find a more economical solution.

The customer moved to a commodity-type cleaner, but volatile pricing led to numerous product changes, costing valuable time in sourcing and trials. Next they tried a high concentration cleaner / degreaser with the hope of cutting consumption, but they had poor adoption of the new dilution procedure and ended up spending much more than they needed to on product. Finally, they brought in a popular low concentration cleaner but the performance was not acceptable.

The Solution

Quaker Houghton's distributor proposed CERFA-KLEEN® 300 - a concentrated, non-slip, mildly alkaline, general maintenance and floor cleaner that effectively removes machining fluids, grease, rubber tire marks and more.

CERFA-KLEEN® 300 is also NPE-free, which can help with waste water disposal concerns.

The Benefits

CERFA-KLEEN® 300 was able to address the customer's cleaning requirements and more:

- Effective degreasing
- Standard dilution ratio
- Stable and economic price
- Fluid usage and spend stabilization

The customer now has clean, safer floors thanks to CERFA-KLEEN® 300 - a premium product at an affordable price.

