

The Importance of a Good Supplier for Large Appliance Manufacturers

BY: KIM KONTRA, STRATEGIC PRODUCT LINE MANAGER

Today, manufacturers of large and small household appliances are expected to understand and stay abreast of market demand while also remaining at the forefront of innovation to ensure customer satisfaction. As a result, manufacturers are increasing their focus on advanced technological, intelligent, and sustainable solutions.

Kim Kontra, Surface Treatment Global Strategic Product Manager for Quaker Houghton, explains how the global leader in industrial process fluids, surface treatment and performance coatings can bring a multitude of benefits to production processes due to its extensive surface treatment portfolio and technical expertise.

A Growing Market

While inflation and supply chain issues have impacted the home appliance market, on a global scale, the market is expected to grow from \$743.56bn in 2024 to \$1,203.11bn by 2032. While annual growth is positive to see, increased demand is usually simultaneous with increased pressure. White goods manufacturers already face challenges with the cost of raw materials increasing, stricter environmental regulations, supply chain disruptions and intense competition from other manufacturers.

With extensive expertise in process fluids and surface treatments, Quaker Houghton's robust portfolio of proven and approved products and strong technical support deliver significant cost

savings, sustainability benefits, reduced temperatures and waste, fluid monitoring and enhanced performance for manufacturers.

A cost-effective choice, the Quaker Houghton's surface treatments – such as the zirconium oxide coatings – are designed with sustainability in mind, offering low-temperature options that minimize energy consumption and reduce the production of hazardous sludge. Ensuring environmental safety without sacrificing performance, its products are also free of nickel and chrome.

Serving a wide array of household brands, Quaker Houghton maintains a high level of customer intimacy, providing diligent technical service and expertise. Recognized as one of America's Most Responsible Companies, Quaker Houghton continues to innovate with a portfolio that spans forming and surface cleaning to heat treatments and lubricants, all backed by a strong global supply chain and a commitment to meeting the evolving needs of large appliance manufacturers in a sustainable, cost-effective way.

HOUGHTON-PREP™ Surface Treatments

Quaker Houghton's dedicated team of technical and application experts support its customers' process and operation requirements.



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Continuously investing in innovation and product development, their cutting-edge technology and world-class products reduce operating costs, improve productivity, and assist customers in cleaning, paint adhesion and corrosion resistance, as well as stripping paint, carbon and rust from substrates being remanufactured.

HOUGHTO-PREP™ ZP products are a surface treatment that cleans and produces a self-limiting coating for ferrous, aluminium, and other non-ferrous alloys in preparation for organic coatings such as paint. The technology displaces surface oils and – using efficient proprietary zirconium chemistry – produces an amorphous coating that promotes paint adhesion and corrosion resistance.

This proven technology, which is currently in over 100 production lines throughout North America, has low energy requirements and environmental impact, meaning very low levels of sludging and extremely long bath life, minimizing effluent-generated waste and the costs associated with disposal.

A single-package cleaner-coater technology, HOUGHTO-PREP™ ZP can eliminate the need for prior alkaline cleaning and conversion coating additives. It also has low water requirements in rinses which preserves valuable environmental resources and saves high water usage costs. Very high quality, the technology achieves the best paint adhesion possible on all substrates by eliminating poor salt spray performance.

Reducing Waste, Improving Sustainability

Waste reduction has always been a key focus in manufacturing, and now, with the spotlight firmly on sustainable practices in industrial sectors, there is even more motive for companies to optimize processes and reduce waste.

Waste in manufacturing covers chemical fluids, gases, and other solids. Cutting the use of chemicals (or products that come into contact with chemicals), optimizing the way they are used and subsequently reducing waste, can deliver significant benefits across the business. Finding the right strategy here is key to cutting costs, boosting productivity and, crucially, increasing sustainability performance.

Quaker Houghton's QH FLUIDCARE®, is a portfolio of solutions covering everything from lubrication and filter management; to water treatment, fluid condition monitoring, recycling, testing and compliance. The portfolio enables Quaker Houghton to support customers in optimizing their manufacturing processes, to deliver both operational and commercial improvements. For large appliance manufacturers, benefits include optimizing management processes, reducing fluid usage, reducing energy consumption, or cutting waste disposal costs. QH FLUIDCARE®, can also help minimize rejects or rework, extend equipment life, maximize safety, and make better use of manpower resources. These benefits will inevitably minimize environmental impact too, whether directly or indirectly.



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In total, Quaker Houghton's services have helped to eliminate over 47,000 metric tons of waste since 2022, including 26,000 metric tons in 2023 alone. This total figure ensures that the company is almost halfway (47%) towards its target to eliminate 100,000 metric tons of waste at QH FLUIDCARE® partner locations by 2030.

It is all part of its own sustainability strategy, See Beyond, which serves as a demonstration of Quaker Houghton's own environmental commitment and is aligned with its customers' goals.

The Supplier You Need

Quaker Houghton has received approval and established customer relationships with many global household appliance manufacturers. Excellent at customer intimacy, it stays connected to customers with local technical field experts and includes corrosion testing and laboratory capabilities for fluid analysis in its offering.

With increased pressures and challenges, manufacturers should not ignore what benefits a good supplier can bring to their business. With Quaker Houghton, they will have access to solutions and expertise that will ensure increased productivity, reduced waste and cost savings.

To find out how Quaker Houghton can support your production process, visit www.quakerhoughton.com and request a site audit.

