

Added value builds success... ours and yours...every day.

This story's headline is actually the marketing slogan of a distributor who's impressively been adding value and building success for the last 15 years: Acculube.

"Ultimately, we add value by helping the customer save money. There are two ways to do that. We're reactive when necessary—trouble shooting the current problem, then helping to ensure it doesn't happen again. And we're proactive—that is, we sit down with the customer to plan ways of achieving future savings. Either way, whether troubleshooting or programming and planning, it's by adding value that you grow business and keep a customer loyal," says Marilyn Kinne, President of Acculube.

Accurate Lubricant and Metalworking Fluids, Inc., known up and down I-75 in Ohio as Acculube, was founded in 1990 by Marilyn Kinne and two other principals, Jay Webb and Kyle Morison. Now, with over 40 employees including both sales personnel and field technicians, a fleet of trucks and their own fluid analysis lab, the distributor services a 150-mile radius around its Dayton, Ohio location. Acculube's growing customer list includes truck- and trailer-axle manufacturers and other automotive component manufacturers as well as plastics processors and tool- and-die shops.

Webb explains, "We started with the idea of differentiating ourselves by offering the most comprehensive mix of high-performance product and support services available in the territory. From lubricants and water treatment chemicals to the full line of Castrol Industrial fluids, as well as straight cutting oils and more, we offer just about everything of a liquid nature

that's used in a plant. We also offer every level of fluid management solutions to maximize the performance of those products in today's most demanding applications."

According to Kinne, the need to provide sophisticated fluid management services has grown as customers cut back on engineering and technical personnel at their manufacturing sites. She explains, "Whether you call it chemical service, integrated supply,

- > tank-side oil- and water-based fluid polishing
- > freight/24-48 hour shipping
- > totes

When designing a fluid management program, Acculube sits down with the customer to evaluate which service or combination of services will most effectively yield savings for the customer's process. Maybe the focus becomes reduction of direct labor costs by providing on-site management.

Perhaps the emphasis is on preventing downtime, for example with scheduled tank-side fluid polishing that recycles fluids without the need to shut down the process. Maybe part of the solution involves the kind of speed-of-access-to-product only made possible by consigned inventory programs. Other times, the answer may include streamlining logistics by reducing the number of fluids used, while simultaneously reducing overall consumption.

That's where high-performance Castrol Industrial metalworking fluids come in. According to Webb, "In synthetics, Castrol Syntilo 9954 is a high-tech product that we've found withstands the toughest

conditions with minimal degradation over time. In high turnover applications, moderately priced Castrol Clearedge 6502 semi-synthetic recycles well for us. In our drive to reduce the number of different types of fluid on-site, the multi-metal compatibility and excellent durability of high-tech, semi-synthetic Castrol Clearedge 6519 can be key."

Kinne emphasizes, "Since they are multi-dimensional, managed fluids programs require extensive expertise and a willingness to partner closely. But by adding significant value to customer's operations, managed fluids programs build customer loyalty while making it more difficult for our competitors to cherry-pick their way in."



Jay Webb, Acculube Vice President, and Amy Cashero, Acculube Technician, perform a test in Acculube's lab facility.

account management, fluid management service or something else, it's our ability to help the customer get the best return on their fluids-investment that keeps them with Acculube." When it comes to tailoring its offer, Acculube certainly has a wide range of sophisticated lube and fluid services to work with including, but not limited to:

- > on-site fluid management
- > consigned inventory
- > periodic fluid testing/analysis
- > periodic lube testing/analysis
- > documentation for ISO and other compliance requirements
- > on-site reclaim/refurbish
- > large hydraulic system clean-out
- > leak detection in sumps, hydraulic systems