

Member Profile

Member Profile: Blaser Swisslube, Inc.

Founded: 1936, in Goshen since 1981

Location: Goshen, NY

Product: Manufacturing and distribution of metalworking fluids and lubricants.

Website: www.blaser.com

Blaser Swisslube is a manufacturer of high quality metalworking fluids for the metalworking industry with its



headquarters in Hasle-Ruegsau, 10 miles from Bern, the capital city of Switzerland.

Ever since the company was founded by Willie Blaser back in 1936, its activities and presence have gradually expanded to 46 nations. One important step in the growth pattern of Blaser Swisslube was its decision to build up a presence in the USA. Operating out of White Plains NY originally in 1981, the company quickly saw a need to build a production facility five years later. It was in 1986 when Blaser Swisslube moved into its new office, laboratory and production facility in Goshen, NY.

While expanding the Goshen, NY production and warehouse facility two times, Blaser Swisslube has been manufacturing most of its water miscible cutting fluids and cutting oils that are sold in the United States, Canada, Mexico and Brazil, ever since they moved to Goshen. The products are sold through a well trained and highly motivated Sales Team supported by experienced and dedicated distributor sales organizations that have been in the industrial supply industry for many years.

The reasons why Blaser Swisslube has been able to continue to grow over all these years are multifold. One



major contributing factor is the company's long tradition and emphasis in how its employ-

ees are treated and being taken care of. The fact that Blaser Swisslube did not lay off any employees based on the most recent economic downturn is testament to the company's priorities towards its people.

Another reason for continued growth can be attributed to the product portfolio. Blaser Swisslube offers a broad range of products that emphasize:

- People friendliness
- System friendliness
- Tool life and Performance

The metalworking fluids, also referred to as Liquid Tools®, offered by Blaser Swisslube are characterized by its customers as high performing, exceptional in service life, highly compatible with human skin, protective for parts and machine and cost effective.

These are reasons why customers in the medical, aerospace, automotive, electronics, energy, heavy industry, machine tool industry and job shops continue to buy from Blaser Swisslube.

As a result, it is no surprise to find highly motivated, capable and

experienced employees at Blaser Swisslube that are here to service and support customers. The team works well together and is always looking forward to taking on new challenges that the ever evolving industry presents.

Motivated by Marc Blaser, CEO since early 2010 and grandson of the founder of the family business, Blaser Swisslube has the ideal foundation to tackle the next 25 years of its success story.



One of Blaser Swisslube's products, Blasocut, in action. Blasocut is used in the machining and grinding of ferrous and non-ferrous materials.