



Press information

Premium products for the metal cutting industries

Henkel Positions MULTAN as World-wide Flagship Brand for Cutting Fluids

Henkel will use its experience as manufacturer of premium brands for the consumer goods sector for its business in the industrial sector. Henkel Technologies for instance has already been managing several technical products as branded goods, a strategy which has markedly enhanced their market position. Now, in order to underline the high quality of Henkel cutting fluids, they will be sold with immediate effect all over the world under the MULTAN brand name.

Düsseldorf – Henkel has been making cutting fluids for the last 30 years, and the MULTAN brand name is just as old. However, the products were called P3-MULTAN in order to emphasize their compatibility with the well-known P3 industrial cleaning agents and other Henkel-made surface treatment products used in production processes. Henkel's present-day line of cooling lubricant products for the metal cutting industry is an amalgam of several in-house developed standard and specialty products as well as products made by acquired firms. Product nomenclature was therefore inconsistent. In order to underline the high performance of these cutting fluids, Henkel will sell the entire product palette as of 2003 under the MULTAN brand name. The aim of the move is to position Henkel Technologies as a competent supplier of modern, process-compatible cutting fluids as well as to gain a competitive edge in this very heterogeneous segment of the world market.

Gelöscht: als

Gelöscht: in der Zusammensetzung

Gelöscht: Die international uneinheitliche Namensgebung hatte sich im Lauf der Entwicklung verschiedener Standard- und Spezialprodukte ergeben, die heute die Palette von Kühlschmierstoffen für die zerspanende Metallbearbeitung bilden.

New high-performance lubricant

Cutting fluids are an essential productivity factor in the metal processing industry. Faster machine speeds and higher performance as well as stringent quality requirements call for operating materials which can keep pace with technological innovation. The materials must also meet requirements with respect to workplace hygiene as well as environment protection. Ever since Henkel has been developing and manufacturing cutting fluids, the company's products have been the most innovative of their kind on the market. Henkel Technologies has provided ample proof for the high quality standards of its products also in the high-growth light alloys and metal segment which is known to be particularly discerning. For instance, the high-performance cooling lubricant MULTAN 97-10 D which has been specially developed to work aluminum alloys yields an optimum surface finish, ensures secure process flow and markedly reduces tool wear and tear compared to conventional cutting fluids. The high stability of the product also reduces consumption which makes it economical. References from all over the world stand testimony to the extraordinary quality of the MULTAN brand which is backed by qualified customer service and expertise available at Henkel Technologies. Customers also stand to benefit from Henkel's know-how in overall processes involved in surface treatment.

System technology for the global market

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