

Real-Life Stories

## Case Study: Industrial Fluid Solutions Expands Customer Offerings with TRIM® MicroSol® Products

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Wisconsin-based Industrial Fluid Solutions is a metalworking fluid distributor and fluid maintenance service provider that sells to CNC machine shops, die casting companies, mold makers, and heavy equipment manufacturers. Their customers range from small metalworking shops to large equipment and component suppliers in the midwest.

### THE CHALLENGE

When metalworking companies and manufacturers look for industrial fluid, they generally take one of two positions: either they want the best price, or they want the fluid that offers the best performance. Most believe these qualities are mutually exclusive.

Because many of IFS's customers work in industries like automotive and heavy equipment parts, their fluid requirements are stringent. The products they use must prevent corrosion, odors, foam, and dermatitis.

Industrial manufacturing companies throughout Wisconsin and Illinois turn to IFS for fluid maintenance programs and services. To meet the needs of their customers, IFS must provide them with cutting fluids that not only work great, but also eliminate specific complications like odor and tool life issues — while still being cost-effective.

### THE SOLUTION

IFS began offering several products in the Master Fluid Solutions' TRIM® MicroSol® product line. These products were formulated specifically to meet the needs of modern manufacturing and have shown great results in all industries. It allowed customers the ability to machine both ferrous and nonferrous metals at a price point that worked for the customers. TRIM MicroSol's new technology increases sump and tool life, a definite advantage for manufacturing facilities. Additionally, the biostability and extreme pressure components allowed it to be used in a variety of machining applications, essentially replacing two products with a single solution.

For IFS, working with Master Fluid Solutions has provided the support they need to offer customers both fluids and services above and beyond their competition. Master Fluid Solutions' deep understanding of both customer and distributor needs helps IFS consistently provide high-quality products for their customers' unique applications. In turn, IFS is able to build strong, long-lasting customer relationships.

**“Working with MFS has been a really positive experience. We were able to offer another product line, expand it with different options, and grow our customer base with their support.”**

Courtney Green  
Service Manager

## THE RESULTS

By switching from two products to one, along with increased tool and sump life, IFS's customers have seen savings of up to **30% annually** on coolant after switching to the TRIM MicroSol product family. Additionally, IFS has consistently seen Master Fluid Solutions' products win after testing in production, increasing customer loyalty and driving additional revenue.

*Download of PDF of the Case Study here.*

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