



# STAR METAL FLUIDS THANKS ITS CUSTOMERS

## FOR 25 YEARS IN BUSINESS!

“When purchasing coolant, many people look at the price and buy the least expensive product available. I’ve learned it’s worth the money to use a quality coolant in terms of long-term savings.” Qualichem User



Star Metal Fluids is celebrating 25 years in business. And coinciding with their 25th year, they just undertook a complete overhaul of their website, so that you can literally order, pay for, and view your product orders online. The website integrates into the company’s business systems, and it allows both customers and Star Metal Fluid employees to process orders more efficiently, with better tracking and accuracy. The website will even help you to make purchase recommendations – for example, you can enter ‘Titanium’ in the search, and you will receive a number of recommended products for this metal.

The company serves thousands of customers throughout Arizona, Utah, Idaho, Colorado, New Mexico, Nevada, Montana, Wyoming and Northern Mexico. Star Metal Fluids is headquartered in a 22,000 square foot facility in Phoenix, Arizona, where it houses an inventory in excess of \$2 million of products. Just years ago, the company opened a warehouse in Salt Lake City, Utah, where it can provide local support and products to customers throughout the Rocky Mountain region.

From the beginning, Star Metal Fluids LLC has been dedicated to providing the metalworking industry with the latest in technology to meet the demanding challenges and constant changes of today’s high-tech applications. Russ Kurzwaski, founder and owner of the family owned company, says, “The experienced team at Star Metal Fluids learns about their customers’ unique applications and we find the best possible metalworking fluid to not just “meet your needs” but improve finishes, tolerances and part size.” He continued, “You won’t find the products we carry in a catalog — we specialize — so we can offer you the technical expertise and products you will find nowhere else. Our strong customer relationships, combined with tested and measurable product recommendations, have been the key to the company’s growth and success.”

Russ gained his experience in the metalworking industry during his 11-year tenure



at Garrett Industrial Supply, a division of Garrett/ Allied Signal, with another 2-years at Kennametal. At Garret Supply, Russ started in the warehouse and progressed into sales and sales management. During his years in the corporate world, he saw a need for a company that specializes in serving the metalworking industry with MWF products, and founded Star Metal Fluids.

Russ was born in the Baby Boomer generation, but his quest for not only adopting but also embracing new technology is more akin to the millennial generation (You could say he is a ‘Boomillennial’), and his entire team is comprised of this younger generation of Millennials. Russ is a passionate, driven entrepreneur and he invests into the business for continuous improvements, from the business systems, to the inventory and equipment, to customer and employee training, to the website – all to better service his customers. Russ is also a cancer survivor, and perhaps this accounts for some of his fervor and absolute dedication to excellence.

### Metalworking Fluids (MWF’s)

Today, Star Metal Fluids is the largest distributor for the fine line of Qualichem products in the world (yes the entire world). Star Metal Fluids added the QualiChem line to their product portfolio nearly a decade ago, Russ says, “QualiChem employs a team of chemists that manufacture some of the best metalworking coolants in the world, and they continue to introduce new innovative technologies that benefit our customers.”

Jason Hicken, Sales Manager for Star Metal Fluids, says, “High-pressure coolant systems can provide important



benefits, especially when working with difficult metals like superalloys, titanium and stainless steel. High-pressure coolant, typically operating at 1,000 psi or higher, works by applying the fluid directly to the point of cut with enough force to prevent vapor formation. The benefits include superior lubrication and cooling, less tool wear, higher cutting speeds and better chip control, resulting in less downtime and increased productivity.” In fact, one of Star Metal Fluids customers, a Fortune 1000 aerospace company, documented their savings when they switched to Star Metal Fluid’s products. “We reduced and in some cases eliminated 2nd operations, drastically cut down on hand finishing, reduced scrap, and saw improved tool life. In all, we estimated \$2 million in savings with Star Metal Fluids products.”

Russ has enormous respect for the Qualichem line of products, but he also recognizes that in the end he must meet the needs of all of the company’s customers. Russ says, “We offer our own branded Bosse metalworking fluids for customers who request a valued competitive option, and we have just added Chemetall line to our product portfolio.” Russ says the Chemetall line offers us additional metalworking fluids, products for cleaning, corrosion protection, and NDT (Non-Destructive Testing). These products include the trade names known to the industry such as Oxsilan®, Gardobond®, Ardrox® and Naftoseal®, to name a few, are used in the most diverse industry sectors from automotive to aerospace, and have played a leading role in shaping metal treatment.

## Equipment

Star Metal Fluids is renowned for its metalworking fluids, but they additionally carry a vast offering of equipment to help their customers dispense and maintain expensive metalworking fluids and lubes, including fluid recycling, drum and transfer, filtration, oil skim, parts cleaning and water treatment equipment. Russ says, “With the right equipment, unnecessary waste, contamination and costly disposal fees can be avoided. We specialize in water-purification... a must when mixing water-miscible MWF’s. Our company has put in place coolant recycling systems in some of the largest aerospace and defense contractors in this country.”

Jason says, “Reverse osmosis separation technology is used to remove dissolved impurities from water through the use of a semi-permeable membrane. Water is such an integral component to many of the fluids we sell; anytime you can use pure water to mix any water soluble products, you maintain product integrity.”

Customers who install a reverse osmosis water system typically see a 20-25% reduction in their water-miscible metalworking fluid costs. In fact, the Star

Metal Fluids team is so confident in the benefits of their reverse osmosis system that they offer to buy the equipment back from their customers – if the customer doesn’t see direct financial benefit from the system in 6 months of operation.

## Cleaning Products

Star Metal Fluids offers several lines of specialty chemicals and cleaning agents. Based upon their customer’s unique requirements, the company offers state-of-art products from such companies as Brulin and Vantage, as well as their own house brand, Bosse.

## Lubricants

When it comes to lubricants for your expensive machines it is very important to have a supplier who knows the metalworking industry and the lubricants needed to keep industry-related machines running. Star Metal Fluids has the name brand lubes as well as high-quality private-label brands to accommodate every price sensitive requirement. Jason says, “Have a competitive brand or foreign machine lube call out? We can cross you over to products more readily available that still meet the OEM specification.”

You are always welcome to call Star Metal Fluids, and during business hours you can almost always count on a live person answering the phone(1-800-367-9966). Russ and the Star Metal Fluids team firmly believe that you will find their website an outstanding way to order products (metalfuids.com). Their experienced team of applications engineers will be available to offer training on maximizing your online experience!