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Editorial

Also in future, we want to be your partner for everything related to lubricants. So that you continue to succeed on the market, we have oriented

our business activities towards your goals. Every day, we act responsibly towards our trading partners and also towards the em-

ployees. Long-term thinking, sustainable action and goal-oriented growth are the guidelines along which we want to constantly grow with you in selected markets. For us at Siebert, focus is always centred on one thing: you as our trading partner.

Dr. Max Reiners

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News

Service-Plus for partners and their customers

Siebert trading partners can now provide their customers with even faster and more comprehensive service. For this purpose, the lubricant experts from Mönchengladbach have invested over EUR 150,000 in the modernisation of their own capacity for research and development. Immediately, two new high-performance devices – an SFA (segmented flow analysis) from the company Skalar and a capillary electrophoresis from Beckman – have been added to the modern laboratory equipment in Mönchengladbach. “As a special service, we review on behalf of our trading partners

an increasing number of coolant samples from their customers’ ongoing production every year”, says Dr. Udo Quotschalla, Head of Research & Development at Siebert. “The two new high-performance devices will become an immediate added value for our customers within the shortest time period. For thanks to the rapid delivery of accurate information about the condition of the lubricants used, we can significantly increase the reliability of metalworking overall. After all, there is nothing more expensive than rejects or even machine breakdown.”

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“As a special service, we review on behalf of our trading partners an increasing number of coolant samples from their customers’ ongoing production every year.”

*Dr. Udo Quotschalla,
Head of Research & Development*



The new capillary electrophoresis provides customers of Rhenus Lub with real added value

Securing market advantage

In focus

There is a clear trend on the lubricant market: Based on powerful processes, which are, nevertheless, environmentally and user-friendly, the demand for coolants which are free from boric acids is constantly growing. Here, Siebert trading partners can secure a significant advantage on the market. For they are already offering their customers a broad range of powerful and, above all, tried and tested, high performance lubricants. As a responsible innovator, the lubricant experts at Siebert already deliberately dispense with the use of amine and boric acid in almost 60 percent of their products. Siebert has thus been a leading supplier of especially environmentally and user-friendly coolants for almost 20 years – not only in Germany, but in many countries in Europe.

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Viewing REACH with calm

Sustainability

As before, there is obvious uncertainty in the industry when it comes to REACH, the EU ordinance on the registration, evaluation (assessment) and authorisation (permissions and restrictions) of chemicals (ordinance (EC) no. 1907/2006). Siebert trading partners and their customers can rely on a special service in terms of the new regulations. In continuous dialogue with suppliers and partners, the lubricant experts have ensured that all raw materials and additives in high-performance lubricants from Siebert are registered at an early stage according to the strict regulations of REACH. Siebert also ensures in European consortia, together with other lubricant manufacturers, that all chemical products, which are used in high performance greases from Mönchengladbach, are proactively researched, documented and registered. So trading partners of Siebert can now rest assured that all high-performance greases and coolants will be also available in the future at the usual



high quality. After all, REACH has the same goal as Siebert: better protection of people and the environment.

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Coolants

Cutting oil 7435

Powerful coolants for gear machining

Symbolically, gears stand for high performance and the transfer of power, but also for cooperation. So that the teeth engage with each other precisely, the interaction between manufacturers, machine, material and process must also be optimally tailored to the machining of gear components.

The finest nuances, such as the choice of optimum coolant, also make a decisive impact on the success of the process. For their trading partners, Siebert GmbH has a broad portfolio of high-performance water-miscible coolants and neat oils, which are optimally set to the different machining methods in gear production.

Companies achieve optimum performance in gear grinding and milling on different machine tools and workpieces with the grinding oil 6863. By using the special neat oil, trading partners of Siebert guarantee their customers long tool lifetimes, reduced dressing intervals and the avoidance of overheating – thus achieving optimal process reliability.

The concentrate 250, which is a water-miscible coolant RL, free from amine and boric acid, stands for low consumption, high cooling and flushing ability and stable emulsion, and thus for a reliable production process in universal machining on gear



components, including grinding operations. The product is also characterised by particularly good environmental and human compatibility.

With the concentrate 244, trading partners can provide their customers a guarantee for especially quiet and flawless grinding operations. The water-miscible coolant, which is free from boric acid, proves convincing with low top-up amounts, highly stable pH values and reduced maintenance costs.

The cutting oil 7435 is the first choice in all extraordinary requirements of gear production. Thanks to its combination of selected high-pressure additives, it produces the best results at the customers of our trading partners, also in gear shaping, hobbing and broaching.

Do you have any questions about machining gear components? Then just talk to us!

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Product name/features:	Type of machining:
Grinding and cutting oil 6863 Neat oil	Gear tooth milling and grinding
Cutting oil 7435 Neat oil	Gear shaping, hobbing, broaching
Concentrate 250 Water-miscible coolant	Cutting and grinding Free from amine and boric acid ST Low alkalinity Very good skin compatibility
Concentrate 244 Water-miscible coolant	Cutting and grinding Free from boric acid, stable pH value Long lifetime

Multi-grade grease 4639

Bearings live longer – with the new additive technology from Siebert

Innovation in series maturity – with the universal lithium EP multi-grade grease 4639, this is what Siebert GmbH provides their trading partners. For the high-performance grease is treated with the new PSLF+ additive technology (PSLF+ = plane surface – extremely low friction). “Thanks to the particularly low friction coefficients of almost 0.05, the multi-grade grease 4639 significantly reduces the wear in heavily loaded bearings and smoothens metal surfaces at the same time”, says Dr. Piotr Tkaczuk, Grease Product Manager at Siebert, about the new technology. “Furthermore, the grease is very stable mechanically and extends the lifetime of grinding and spinning spindles, as well as construction machinery and lift trucks.”

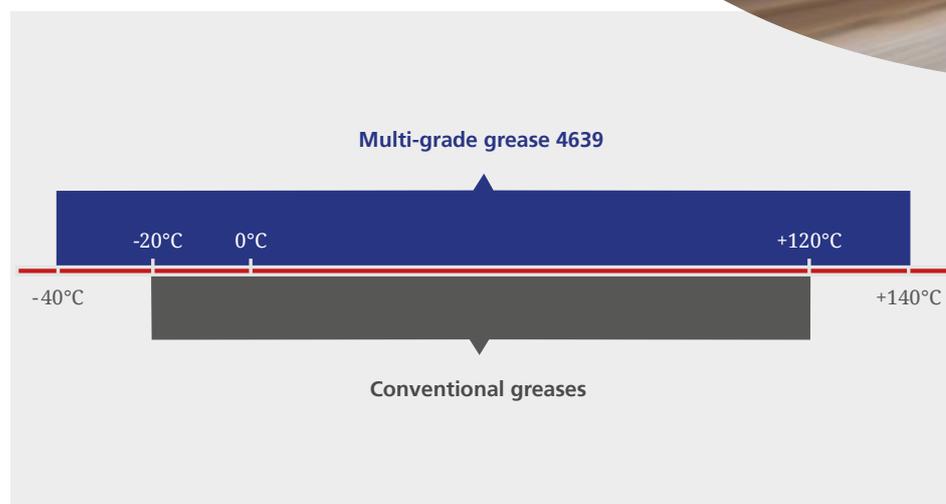
“Our multi-grade grease 4639 also demonstrates a further strength especially when it is used outdoors: With a broad temperature range of 40 to +140 degrees Celsius, it guarantees reliable lubrication of highly-stressed machines and bearings, even under the most adverse climatic conditions.” says Dr. Piotr Tkaczuk. With this new high-performance universal grease, trading partners of Siebert can offer rail operators,

for example, a product for optimum fitting of their wheel bearings – whether in the bitterly cold Scandinavian winter or under the scorching sun of southern Italy. The synthetic multi-grade grease reliably protects the treated areas against wear and corrosion, and is extremely resistant to oxidation, and it is ageing-resistant and water-resistant. In practical tests, the innovative PSLF+ technology of the multi-grade grease 4639 lowers the temperature at the treated areas even after prolonged running under high loads. The new high-performance universal grease is then best suited to the lubrication of bearings in spreader rolls of the textile, foil and paper industry. The multi-grade grease 4639 can also be used as grease for screw drives in servo motors, presses, printing cylinders and robot welding guns. Thanks to its good noise-dampening feature, it is also very interesting for use in electric engines.

These examples show: with the multi-grade grease 4639, Siebert provides their trading partners with a true

high-performance grease, which significantly reduces the diversity of lubricants in the company, saves storage capacity, lowers lubricant costs, and can thus increase efficiency overall.

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Comparison of temperature ranges in which the effectiveness of multi-grade grease 4639 and conventional greases is guaranteed

Siebert webpage – new look

Ein Klick, der sich lohnt! Die neue Siebert Homepage hat nicht nur einen frischen Anstrich für das Design erhalten, sie entspricht auch den Anforderungen an einen modernen Auftritt.

Intuitive structure

As a visitor, you should be able to find your way around very fast. Pre-condition: a clear structure, through which you reach exactly the information you are looking for without needing many clicks. This user-friendliness is also called “usability”. We have built the new Siebert website precisely according to this standard: with clear navigation points in the main navigation area and just two levels of depth. Software ergonomics also includes font sizes, colours and large spaces, and we have taken this into account.

Short, concise text

Reading text on-screen is more demanding than reading in books or magazines. Studies show that users only read half of the amount of text compared with the amount of printed text read. The speed of reading is also considerably slower. For this reason, we have kept the text brief and informative. Moreover, since many visitors to a website just skim the pages, we make this “scanning” easier by means of a distinctive structuring of the content with sections, sub-headings and key terms.

These key terms are also called keywords. Keywords can be both individual keywords and also combinations of terms, which are used in text and which users typically choose for search purposes. In future, if you enter “coolants, biodegradable”, for example, you will find Siebert among the top positions of search engines. The design, of course, has also been optimised. For pictures say more than 1,000 words. And exactly for this reason, each page has an attractive, large photo – an eyecatcher.



Curious?

**Then take a look from April under
www.siebertgmbh.com**

Legal note

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