

# Automotive

## The Unique Challenge

The customer is an automotive Tier II supplier of axle and transmissions in Mexico.

Issues were occurring with the heat treatment washers. The customer was using Henkel's Bonderite C-AK 902 resulting in salty residue. They switched to a different Henkel product with the same result. The tank needed to be changed after four weeks and the parts needed to be double-washed to remove the residue, often manually.



Gears with residue before trial

## The Houghton Approach

Houghton introduced Cerfa-Kleen® 5384, a heavy-duty alkaline caustic spray cleaner with oil-splitting capability.



## Case Study:

### Cerfa-Kleen® 5384

Proven Cleaner for Heat Treatment processes

## Results and Benefits

The customer is extremely happy with the results. The parts are much cleaner with a much lower salt level. There is no need for repeat washing and the bath life was increased to 7.5 weeks – a 42% improvement.

All in all, the customer estimates they save over \$10,000 annually with the Houghton Solution.

Cerfa-Kleen® 5384

a **42%** Increase  
in Bath Life



*The customer switched an additional washer to Cerfa Kleen® 5384 with the same results: parts free of solids, oils, and salts.*



Cleaned gears after 23 days of trial



HOUGHTON™

# Fluid Partnerships Making A World Of Difference

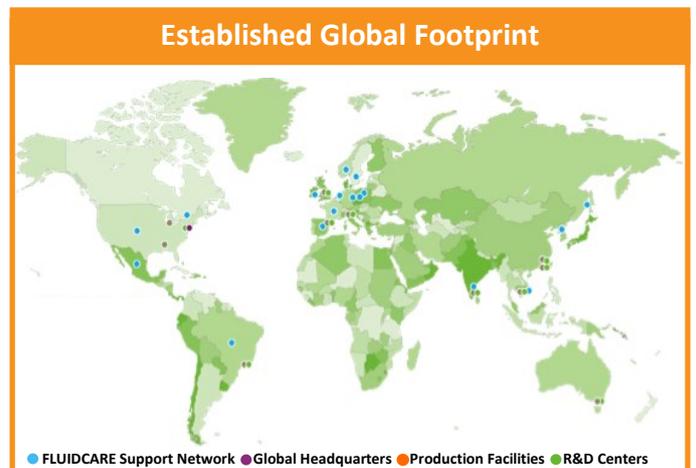
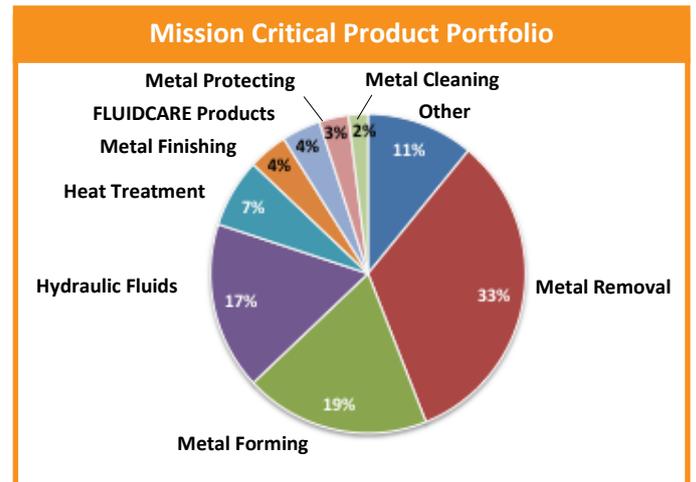
Case study after case study demonstrates why Houghton International is leading the global Metalworking Fluids market today. Growth industries, such as automotive, aerospace, energy, steel and aluminum rolling, fabricated metal goods and energy, look to Houghton for Total Chemical Management. For over 150 years, our technology, coupled with value-added services such as formulation and on-site customization and monitoring, has reduced our customers' operating costs, improved productivity, increased product quality, and strengthened overall competitiveness. Currently, more than 13,000 customers worldwide, across a diversified range of manufacturing processes, have improved operations due to the mission-critical product portfolio of Houghton.

## Building A Team For Customer Success

An approach that combines chemistry and technology with business expertise uniquely positions Houghton to support customer growth and changing market requirements. With over 2,000 employees in 33 countries, and 12 manufacturing facilities in 10 countries, we are well prepared to capture regional and local business opportunities and support growing expansion of global customers.

Through innovation, expertise and efficiency, our engineers and business specialists are able to build a team with the customer that ensures product optimization, employee health and safety, procurement and logistics management, and reduction of environmental impact. By providing both the solution to customers' fluid challenges and the foundation for continued improvement, Houghton offers a proven method of sustainable profitability.

***For immediate consideration and evaluation of your fluids needs, and to request additional support material, please contact your Houghton International sales representative at [houghtonintl.com/en-us/requestinfo](http://houghtonintl.com/en-us/requestinfo).***



### Established Client Relationships

Houghton International has long-standing partnerships with over

**13,000 Leading Global Customers**

servicing their metalworking fluids needs across a wide range of applications and diversified end-markets including **automotive, aerospace, fabricated metal goods, bearings, energy, non-ferrous and steel.**



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