Afton Chemical's 2017 Key Driver Seminar



Are You A Lightweight Or Do You Have Strength?

Sheet Metal Lubricants Are A Vehicle To Both

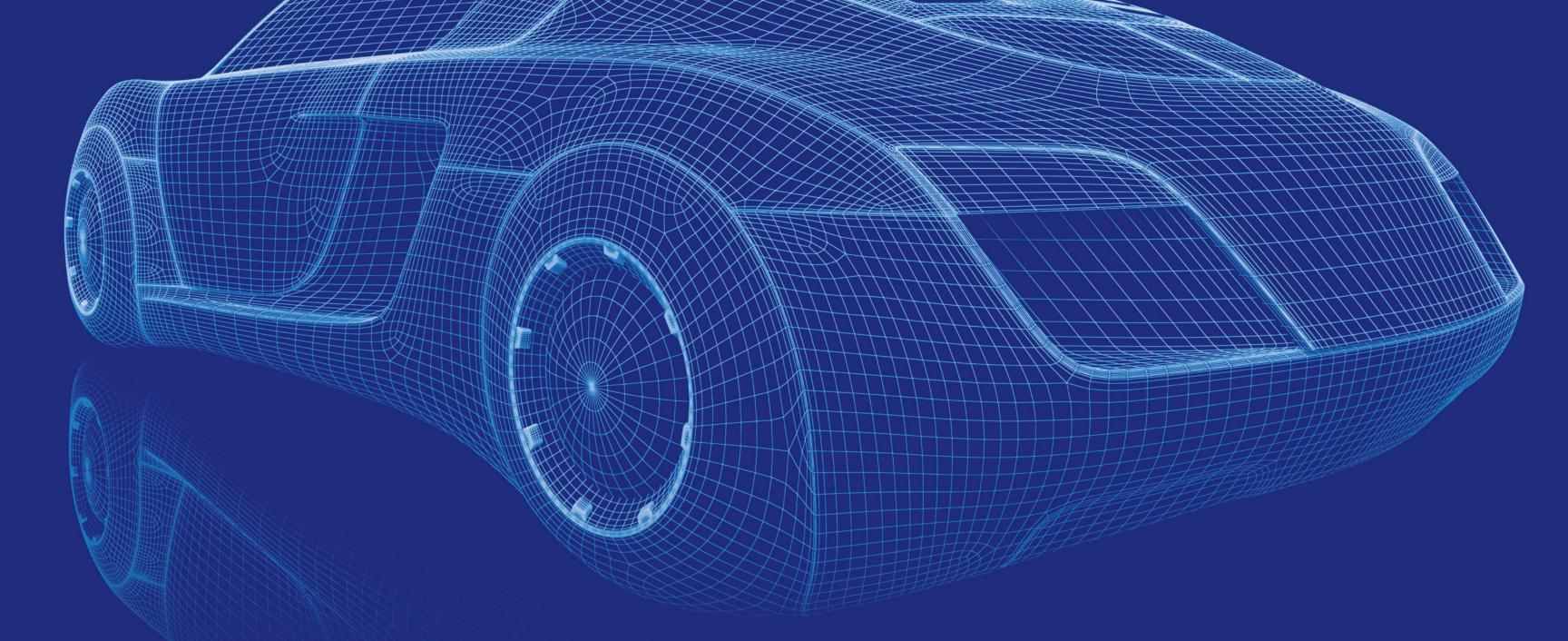
Need better fuel economy? You've gotta lower weight. Need a 5-Star Crash Rating? You gotta have a strong body. These are the drivers leading to the use of advanced steel and aluminum sheet metal alloys in high volume automotive body construction. Although both types of materials offer significant advantages over the mild steels used in the past, these new grades cannot be consistently formed into complex shapes using conventional practices. Proper lubrication is needed to aid in the formability, but needs to be targeted for the specific sheet metal and forming operation. This talk will cover opportunities and challenges associated with these new options in body construction and the role sheet metal lubes can play.

Danny Schaeffler, Ph.D.

President, Engineering Quality Solutions, Inc. and Chief Content Officer, 4M Partners, LLC

Bill Harwood

Marketing Manager-Metalworking Afton Chemical Corporation





Tuesday, May 23rd 2:00 – 3:00pm Room Hanover C Session 4B , Commercial Marketing Forum IV