

Application corner

How to Position and Sell MABI Tools Across Multiple Applications & Industries

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Foundry

What's the problem? Where's the opportunity?

OSHA's 2012 foundry ergonomics report states that foundry workers face higher MSD injury rates than workers in general industry and construction. It identifies key risk factors such as forceful work, awkward posture, repetitive motion, and exposure to vibrating tools.
That is highly relevant when discussing hand-held tools for chipping castings.

OSHA specifically highlights pneumatic tools with vibration-dampening properties and lighter weight as helpful features. Benefits include reduced effort and fatigue, less awkward hand and wrist posture, improved control, reduced exposure to vibration, better access to different areas of the casting, and gains in productivity and quality.

This gives distributor sales teams a **strong application message for MABI tools in foundries:**

MABI ergonomic pneumatic hammers reduce the physical burden of chipping work. Low weight helps reduce operator fatigue. Adjustable handle options help promote better posture and wrist alignment. The V2 Anti-Vibration system helps reduce vibration by up to 60%, reducing exposure during repetitive foundry clean-up work.

What's my angle?

A good way to position this with foundry customers is simple: if workers are spending long periods chipping castings by hand, tool weight, posture and vibration should all be part of the buying decision. OSHA's guidance supports that conversation, the foundry has a responsibility to the welfare of their workers and the evidence points to higher productivity, fewer lost man-hours and a reduced chance of expensive injury claims.

See it in action

Which tool?

S38 V2 Short

