

Application corner

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

Bob Gray
bgray@mabitools.com

Foundry

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

Foundry ladle cleaning is a demanding job. Operators often have to remove hard material build-up in awkward, confined areas using tools that can be heavy, difficult to control, and tiring to use over long periods.

That is where MABI's lightweight ergonomic tools offer a clear advantage.

By combining low weight, ergonomic handling, and strong power-to-weight performance, MABI tools help make ladle cleaning easier to manage. Operators work with better control, reduced fatigue, and lower vibration exposure.
This improved control is especially important when working around refractory linings. Using a lighter, more manageable tool can help reduce the risk of unnecessary damage during cleaning, helping foundries avoid extra repair work, downtime, and the time and cost associated with premature lining wear.
For foundry maintenance teams, that means higher productivity: effective removal of build-up, less strain on the operator, and less risk of expensive re-work.

What's my angle?

MABI lightweight ergonomic tools help foundries improve ladle cleaning efficiency while reducing operator fatigue and minimising damage to refractory linings. This saves them time, keeps operators smiling and production flying.

Which tool?

S38V2 Short or if they need reach for larger kettles the **S38V2 Medium**.

See it in action

