

PROJECT SALES CORP · EST. 2000 · VISAKHAPATNAM, INDIA

25 Years Inside India's Steel Plants

From crushers and coke ovens to continuous casters, rolling mills and open gears, PSC has spent more than 25 years solving lubrication problems where heat, water, dust, shock loads and downtime make ordinary solutions inadequate.

Show Us Your Application

Explore LUBCHEM Korea

HOW IT BEGAN

We Didn't Start With a Catalogue

Project Sales Corp's industrial lubrication journey began in 2000. We did not enter the business simply by stocking grease and oil.

We entered through applications.

Bearings failing too frequently. Grease being washed away by cooling water. Lubrication intervals requiring too much manpower. Components operating under heat, scale, dust, shock loads and contamination. Open gears requiring specialised lubrication. Equipment where an inexpensive lubricant could influence the reliability of a much more expensive machine.

Over the years, PSC worked across steel, power, heavy engineering, mining, offshore and process industries.

But steel became one of the environments that taught us the most.

*The cost of the lubricant is rarely the real cost.
The real cost begins when the machine stops.*

The question that guided PSC's application work was never "*which grease is cheapest for this bearing?*" It was: what does this machine actually do, what happens to it while it runs, and what does the lubricant need to survive if it is going to keep the bearing alive between planned maintenance intervals?

That question led us, consistently, into India's steel plants.

RAW MATERIAL —> SINTER / PELLET —> COKE OVEN —> BLAST FURNACE —> STEEL MELTING —> CONTINUOUS CASTING —> ROLLING —>

THE STEEL PLANT CLASSROOM

Every Stage Creates a Different Lubrication Problem

Heat, water and contamination — simultaneously

The thermal end of a steel plant is where lubrication fails most visibly. Torpedo ladles subject spherical sliding surfaces to oscillating motion at temperatures that destroy conventional lubricants. Continuous casters demand a grease that survives both intense radiant heat and the direct spray of cooling water — conditions that are individually demanding and together almost contradictory.

Rolling mill work-roll bearing housings operate under extreme radial loads, speed cycling and water contamination simultaneously. The grease has to stay in the housing, resist washout, maintain film strength under load, and last a meaningful interval between relubrication. Many standard greases are not formulated for this combination of conditions.

Blast furnace and coke oven equipment adds chemical contamination and radiant heat to an already challenging load environment. These applications drove PSC to look well beyond the first page of any lubricant catalogue.



Dust, shock loads and continuous operation

At the raw material end — crushers, stacker-reclaimers, vibratory screens, conveyor drive systems — the demands are different but no less severe. Shock loads on hammer crushers destroy lubricant film. Abrasive ore dust penetrates inadequately sealed housings and destroys bearing races. Conveyor systems running 24 hours need lubrication intervals that match operational cycles, not guesswork.

Open gears on large drives — grinding mills, rotary kilns, ring granulators — carry extreme contact loads on exposed, often contaminated gearing. These applications need lubricants that cling under load, resist fling-off, and provide a film that does not crack or wash out during cleaning.

The common thread across every application in every steel plant: temperature alone never describes the problem. What the machine does, how fast it runs, how it is contaminated, how it is lubricated and how frequently — these are the real parameters. The lubricant selection follows from those answers. It does not precede them.



A REAL APPLICATION RECORD — VISAKHAPATNAM STEEL PLANT

When Better Lubrication Meant Less Intervention

PSC's historical work at Visakhapatnam Steel Plant expanded across multiple departments over several years. What began as individual application trials became a documented record of lubrication interval improvements, volume reductions, and engineering outcomes.

The following cases are drawn from PSC's archived application records. They represent the kind of engineering result — not marketing claim — that comes from starting with the machine, not the product shelf.

EQUIPMENT	OPERATING CONDITIONS & PROBLEM	RELUBRICATION INTERVAL
Hammer Crusher	Severe shock loads, dust, vibration and high bearing loads in raw material handling. Conventional grease failing under shock conditions.	~~Daily (conventional)~~ Weekly after trial
Blender Reclaimer	Spherical roller bearings suffering progressive abrasive wear. Continuous operation in ore dust environment with inadequate lubrication life.	~~Daily (conventional)~~ 5-day stable interval
Vibratory Screens	Continuous operation, vibration and shock loads across multiple screen units. High lubricant consumption with short service intervals.	~~Frequent intervention~~ Significantly extended
Continuous Caster (Secondary cooling zone)	High temperature combined with direct cooling water spray. Lubricant wash-out contributing to sticking and corrosion of cassette components. Extremely demanding combined thermal/water environment.	~~Frequent failure~~ Satisfactory performance documented over extended trials

Torpedo Ladle

Spherical sliding surfaces exposed to oscillating motion and very high temperatures during molten iron transport. Standard greases decomposing in service.

~~Short service life~~

Long-term successful use
documented with specialised
assembly paste

2,000+

kg / year

PSC's archived Visakhapatnam Steel Plant records documented annual specialty lubricant consumption exceeding two tonnes across the established applications, before additional products were introduced in later phases.

These case results were not achieved by recommending the highest-specification product available. They came from analysing the operating conditions, selecting a lubricant matched to those conditions, monitoring the result, and adjusting where necessary. That is the only reliable route to a meaningful interval extension.

The machines at Vizag taught PSC that the lubrication problem is an engineering problem — and that it has to be solved on the machine, not in a product catalogue.

Historical note: The above cases document PSC's specialty lubrication work conducted over many years. Molykote® is a registered trademark of Dow and is referenced here solely as part of PSC's documented commercial history. PSC does not currently represent or supply Molykote products.

SCALE

When Application Engineering Became a Business

PSC's specialty lubrication activity did not remain confined to single-plant trials. The application work expanded, documented results built customer confidence, and supply volumes grew accordingly.

₹15M+

Annual specialty lubricant sales documented in PSC's historical corporate records

PSC's historical customer records document sales to Vizag Steel, Tata Steel, JSW, Bhushan Steel, Usha Martin and Sunflag — companies spanning integrated steelworks, wire rod, flat products and long products.

[Vizag Steel](#)

[Tata Steel](#)

[JSW Steel](#)

[Bhushan Steel](#)

[Usha Martin](#)

[Sunflag](#)

US\$1M+

Single specialty-lubricant orders historically executed by PSC

PSC's internal commercial records document individual purchase orders for specialty lubricants that exceeded one million US dollars in value. These were not annual supply agreements — they were single order executions, reflecting the scale of demand created when application work translates into long-term plant-level adoption.

WHAT THE PLANTS TAUGHT US

Five Things 25 Years Taught Us

Start with the machine, not the lubricant

In PSC's experience, the most consistently successful lubrication outcomes began with a description of the machine — what it does, how it runs, what loads it carries, how it is contaminated. The lubricant specification follows from that analysis. It does not precede it.

Temperature alone never describes an application

Load, speed, water presence, dust, vibration, lubrication method and relubrication interval matter as much as operating temperature — and the combination of factors is what determines lubricant selection. A grease that survives heat may fail under shock load. A grease that survives water may not survive the combination of water and heat simultaneously.

The lubricant cost is small compared with downtime

The cost argument for a specialty lubricant is not made against the price of a standard product. It is made against the cost of a bearing failure, a relubrication shutdown, a component replacement, or an unplanned production stop. When that comparison is made correctly, the economics of specialty lubrication can become much clearer.

A successful trial is only the beginning

Long-term supply reliability, product consistency and application monitoring matter as much as the initial trial result. A trial that works once and cannot be

sustained — because the product becomes unavailable, the specification changes, or no one monitors performance over time — does not deliver the value the trial promised.

Application knowledge survives product portfolios

Brands change. Suppliers change. Ownership changes. Distribution arrangements change. The machine's lubrication problem remains an engineering problem, and the knowledge of how to solve it persists regardless of whose name is on the tin.

That last lesson is what brings us to Korea.

LUBCHEM Korea

LUBCHEM CO., LTD. · REPUBLIC OF KOREA

A Familiar Way of Thinking

Years after PSC first began solving steel-plant lubrication problems, we encountered something familiar in LUBCHEM Korea's technical literature.

The approach did not begin with a product range. It began with the plant.

1. The plant
2. The machine
3. The component
4. The operating requirement
5. And only then — the lubricant

LUBCHEM Korea's published technical material includes dedicated application guidance for steel plants, cement and mining operations, hyper compressor installations, automotive manufacturing lines and textile machinery.

The steel plant application material is the most developed — and the closest to PSC's own field experience. The product range includes bearing greases, high-temperature greases, open-gear lubricants, kiln tyre lubricants and specialised pastes — each mapped to documented steel plant applications rather than positioned as general-purpose alternatives.

PSC's role is not simply to distribute those products. It is to bring the application knowledge — built over 25 years in Indian steel plants — to the technical evaluation of where each product belongs and where it will perform.

[View LUBCHEM Korea India Hub](#)

This closely matches the application-led approach PSC
Project Sales Corp developed over two and a half decades in Indian plants. PSC's
Steel Plants existing commercial records document PSC's appointment as
Channel Partner for LUBCHEM Co., Ltd. for the Indian market.

Vizag Case Study

LUBCHEM Korea

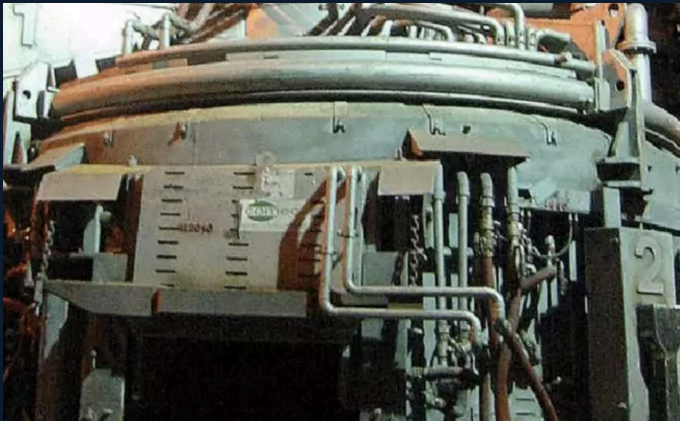
Show Us Your Application

LUBCHEM KOREA — DOCUMENTED APPLICATION GUIDANCE

Walk Through a Steel Plant with LUBCHEM

The following application recommendations are drawn from LUBCHEM Korea's published technical documentation. They are presented as documented application guidance — not OEM approvals, not factory-fill specifications, and not direct equivalency claims against any other product.

RAW MATERIAL HANDLING		COKE & PROCESS	LIME & ROTARY EQUIPMENT	SINTER PLANT
APPLICATION / LUBRICATION POINT		LUBCHEM PRODUCT		
Stacker / reclaimer — slew ring and slew gear		BE 2102 G		
Conveyor drive / return cylinder rolling bearings Continuous operation, dust, moderate load		HB 3101 EP		
Vibrating screen — eccentric shaft bearings Shock, vibration, continuous operation		HB 3101 P		
Grinding mill — rolling bearings Heavy load, abrasive environment		BE 2181		
Grinding mill — open gear Extreme contact load, exposed gearing		EO 210 G Series		



Grinding mill bearings and open gear drives represent some of the most demanding applications in raw material handling — combining heavy continuous load with abrasive contamination and, in many installations, outdoor exposure.

View complete LUBCHEM Korea steel lubrication applications

LUBCHEM Korea's Portfolio Extends Across Industry

Steel remains the primary focus of PSC's LUBCHEM Korea work in India. The portfolio also includes dedicated technical documentation for several other industrial sectors.

Cement & Mining

Open gears, rotary kilns, ball mills and conveyor systems. LUBCHEM's EO-series and GM-series products are documented for large-scale cement and mining applications.

Hyper Compressors / LDPE

LUBCHEM documentation includes PE 270 and HC 220 W technical and pumpability test information associated with high-pressure compressor applications including Burckhardt Compression equipment. This documentation does not establish OEM approval status.

Automotive Manufacturing

Press line bearings, paint plant conveyors, transfer press guides, assembly line equipment. LUBCHEM's range includes products documented for automotive plant environments.

Textile Machinery

High-speed spindle bearings, drafting system components, winding machine elements. Dedicated application guidance for textile plant operating conditions.

2026

We're Rebuilding From Applications, Not Inventory

In 2026, PSC began rebuilding the LUBCHEM Korea business in India. The approach is deliberate — and deliberately familiar.

- Start with real applications from real customers
- Review the equipment — what it does, how it runs, what it is currently using
- Understand the operating problem or the performance gap
- Select the appropriate LUBCHEM product from documented application guidance
- Support the application through the trial and into routine supply
- Build inventory as confirmed demand develops — not ahead of it

PSC's first renewed orders against LUBCHEM Korea products are against confirmed customer requirements, not speculative stock. This is a deliberate choice. The alternative — stocking a full product range in anticipation of unknown demand — is how application knowledge gets replaced by product management.

That is not how PSC built its specialty lubrication business the first time. It is not how we are rebuilding it now.

Don't Ask Us for a Lubricant. Show Us the Application.

Send us a photograph of the machine. Send the OEM and model. Send the current lubricant brand and grade. Or simply tell us what isn't working.

Heat. Water. Dust. Load. Short relubrication intervals. Excess consumption. Bearing failures. Availability. We'll start there.

We need to know:

- Plant name and location
- Equipment / machine type and OEM
- Lubrication point — bearing, gear, slide, joint
- Current lubricant brand and grade
- Operating conditions — temperature, load, water, dust
- Current relubrication interval
- The problem — failure, consumption, interval, availability
- Approximate annual consumption
- Photograph or TDS of current product (optional but helpful)

If you can tell us what isn't working, we can usually tell you whether LUBCHEM Korea has a documented solution for it. If we don't, we'll tell you that too.

Name	Company / Plant
Location / City	
Equipment type & OEM	
Current lubricant brand	Current grade / spec
Lubrication point (bearing, gear, slide...)	
Operating conditions & problem description (heat, water, dust, load, failure mode, interval...)	
Approximate annual consumption (kg/year)	
Upload photograph or TDS (optional)	
Email address	

SHOW PSC YOUR APPLICATION

Or email directly: info@projectsalescorp.com · PSC Group, Visakhapatnam, India.

Project Sales Corp

PSC Group — industrial supply, hand safety, sealing and specialty lubrication. Visakhapatnam, India. Established 2000. Exporting to 40+ countries.

LUBCHEM KOREA

LUBCHEM Korea India Hub

Products

Steel Applications

Open Gear Lubricants

Submit an Application

PSC GROUP

Hand Safety

Sealing & Compounds

MRO Supply

