



**The Grinding Doc's**

**One-day  
*Executive Education  
in grinding***

**Education and insights into grinding and the grinding production world for busy executives.**

**[www.TheGrindingDoc.com](http://www.TheGrindingDoc.com)**

## Goals & Subjects

---

- **Fundamental education on grinding:** How grinding works; how it applies to your industry; what you need to know about grinding to understand your customers' needs.
- **What your customers want:** Dr. Badger has visited hundreds of grinding facilities around the world and has talked to the engineers and machine operators who are making it happen. He knows what their needs are and what their expectations are from their suppliers, and whether they're being met or not. He'll talk about what you can do to set yourself apart from the competition.
- **Are your products getting a fair look:** Most trial wheels and other new products (coolants, dressing tools, etc.) fail during the initial testing. Even good products – even better products – usually fail. Why? Dr. Badger explains why they fail and what you can do to give your product the best chance of success.
- **Pre-product testing:** Most companies take a “shoot from the hip” approach to their introductory products – developing something they think will work for the customer – and then hoping it does. Smart companies do their due diligence and get hard data from the customer about the process and then develop several potential products in-house. They then test them in-house under similar conditions to the customer. Then they take the best one to the customer – and have a much better chance of succeeding.
- **At the customer:** Why do most new products fail at the customer? Even better products? Because the customer runs them under their standard conditions – which are usually the wrong conditions for the new product. Learn how to tell the customer exactly how to use your product to get it succeed.

The subjects discussed in the visit are tailor-made to your particular industry and your particular company.



Dr. Badger giving a talk in Japan.

## Location

---

- At your facility
- At IMTS in Chicago
- At GrindTec in Augsburg, Germany
- At Intertech
- At CIRP Congress
- Anywhere that's convenient and timely

## **For grinding-wheel manufacturers**

- Why do most trial wheels fail? And what can you do to ensure yours doesn't?
- How do you choose the speeds & feeds at the customer to get your wheel to work better the first time you try it?
- What should you measure on the machine to fine-tune your wheel to make it even better?
- How do you test wheels in-house before going to the customer to find a wheel that will succeed the very first time?

## **For coolant manufacturers**

- Learn how to evaluate several coolants in-house under conditions similar to your customer and then choosing the best one.
- Learn how to evaluate new coolants at the customer's site – what to measure and how to interpret the signal.
- Learn to what to measure and what to show your customer that prove that your coolants are better.
- Learn how to improve your customer's coolant delivery system to get the most out of your coolant.

**Dr. Badger has visited hundreds of grinding facilities around the world and has talked to the engineers and machine operators who are making it happen. He knows what their needs are – and what you can do to set yourself apart from the competition.**

## **For companies grinding**

- Learn why your material-removal rates are lower than they could be – and the common pitfalls of blindly trying to “speed things up”.
- Learn where to invest your energies into improvements – and where you shouldn't bother.
- Is moving from aluminum-oxide to CBN right for your machine? Many companies waste time trying new CBN wheels on machines that can't handle it. Dr. Badger will tell you immediately whether you've got a machine capable of doing it.
- What new technologies are worthwhile and which ones are fluff? Dr. Badger cuts to the chase on these subjects.

## **For grinding-machine builders**

- What are end-users looking for in a machine-builder?
- What simple-to-implement yet powerful features can you add to your machine to set yourself apart from the competition?
- What is the most common shortcoming of most grinding machines – and how can you fix it?

## **For dressing-tool manufacturers & distributors**

- Why do end-users usually reject new dressing tools with the response “it just didn't work”?
- Why do most new dressing tools fail at the end-user? It's in the parameters. Dr. Badger will show you how to choose your dressing parameters for success.

**Dr. Badger is well known for speaking plain English in grinding – no technical jargon, no fancy formulas, just down-to-earth straight information on the subject.**

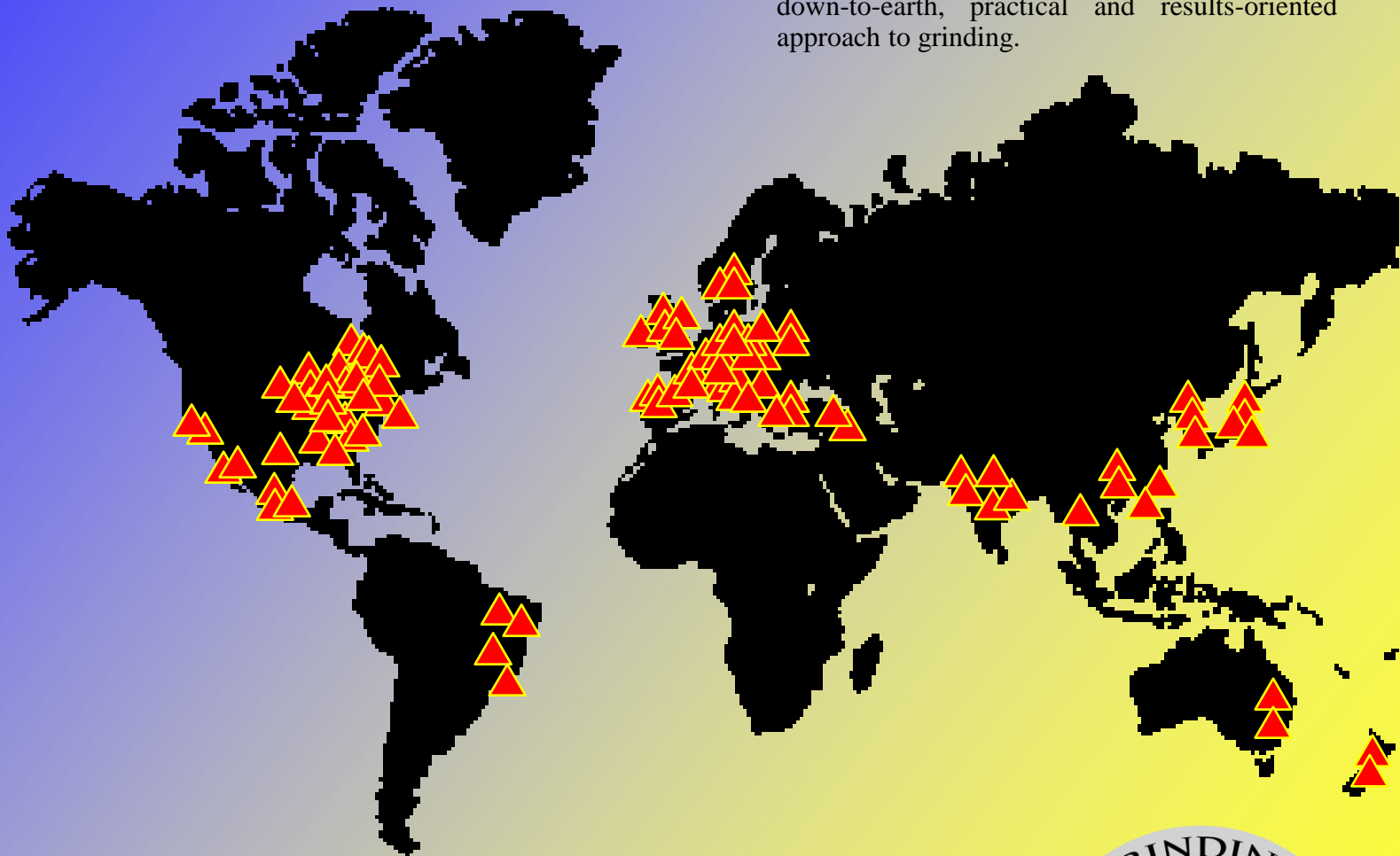
## About *The Grinding Doc*

---



**The Grinding Doc:** Dr. Jeffrey Badger has a degrees in Mechanical Engineering from The University of Texas at Austin, Pennsylvania State University and Trinity College in Dublin, Ireland. He is known as “The Grinding Doc” from his question/answer column in *Cutting Tool Engineering*. He works independently as an expert consultant in grinding.

Jeff Badger has worked in grinding facilities around the world and brings a no-nonsense, down-to-earth, practical and results-oriented approach to grinding.



### Contact

---

Jeffrey A. Badger, Ph.D.  
Austin, Texas  
USA

(+1) 512-934-1857  
JB@TheGrindingDoc.com  
www.TheGrindingDoc.com

[www.TheGrindingDoc.com](http://www.TheGrindingDoc.com)

