

October 2023 Newsletter



Where **high performance** is the **standard**[®]
SALES@MAFORD.COM WWW.MAFORD.COM

Price Increase January 1, 2024

As you are aware, there are various factors that are impacting manufacturing costs today. Increases in the cost of materials, labor recruitment and retention costs, health care, and inflationary pressures to name a few. Be assured, M.A. Ford is continuously working with our suppliers to receive the lowest possible rates. And our manufacturing facilities work constantly on continuous improvement in our process efficiencies and cost reduction. However, to continue to provide quality products and services our customers have come to expect a **6.0%** price increase on all General Purpose and High-Performance products will be implemented January 1, 2024.

To facilitate this transition the price increase will be applied as an adjustment to our list price for the General Purpose and High-Performance products. Electronic files are available. Please contact Ashley Neumiller at aneumiller@maford.com for your copy. No printed version of this price list will be available.

Please note that our last price increase for the industry was 1/1/2022.

We thank you for your continued support and look forward to partnering with you in the future. If you have any questions, please contact [Christina Cress](#) or a member of our [Customer Service](#) team.

TuffCut® XT9 380CB Cuts Costs By \$17,700

On a recent customer test, our 9 flute Series 380CB end mill cut costs by \$17,700 and delivered a 41.9% increase in tool life when machining a 2,000 batch of 4140 alloy steel components.

When compared against a competitor's 3/4" diameter 7 flute tool, our 5/8" came out on top, as its additional flutes enabled a higher feed to be achieved, which cut almost 3 minutes from the component cycle time and increased metal removal rate by 21.5%.

The Series 380CB end mills use staggered chip-breakers and our ALtima® Xtreme coating, as well as an asymmetric multi-flute design which minimizes harmonic vibrations for higher

feed rates, excellent chip management and reduced cutting forces.



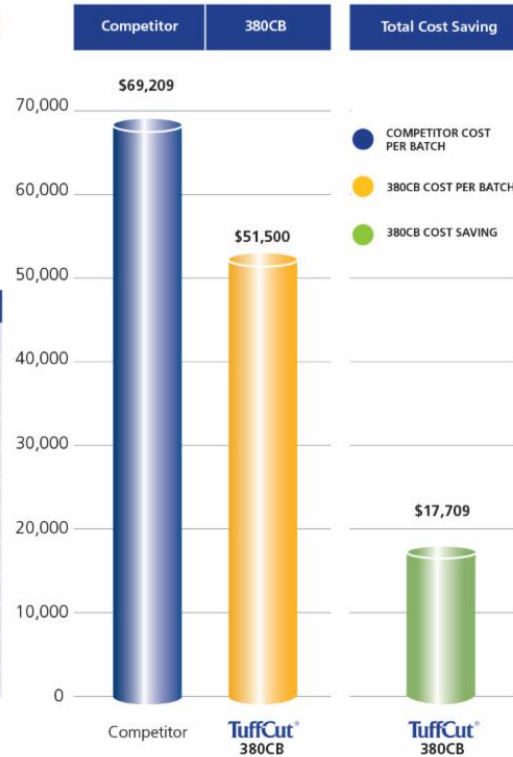
TuffCut® XT9 Series 380CB

Solid Carbide Milling Test Report

Workpiece Material: 4140 Alloy Steel
Batch Quantity: 2000



Cutting Conditions		
	Competitor	380CB
End Mill Diameter (in)	0.750	0.625
Flute Length (in)	1.625	1.875
No. of Flutes	7	9
Speed (RPM)	4075	3667
Feed (in/min)	191	198
RWOC - Ae (in)	0.038	0.044
ADOC - Ap (in)	1.550	1.550
MRR (in ³ /min)	11.108	13.506
Tool Life (minutes)	310	440
Tool Life (parts)	21	36
Total Cost Per Part (\$)	34.60	25.75



[Learn more about our 380CB Series](#)



**Have a safe
and
Happy Halloween**



M.A. Ford Closed for Thanksgiving

M.A. Ford will be closed on Thursday, November 23 and Friday, November 24, 2023 in observance of Thanksgiving. Normal hours will resume Monday, November 27.

Have you downloaded our App yet?



Do you follow us on social media?!

If not, click one of the social media icons below to get started! Stay up-to-date on special offers, informational articles, new product launches and important updates.



[M.A. Ford® Full Line Catalog](#)

[M.A. Ford® Micro Tool Catalog](#)

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Connect with us!



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