

Customer: ANRAK Corporation Sacramento, California, USA

ANRAK Corporation is a family-owned and run milling business, operating in California, Nevada and Oregon. Founded in 1976, ANRAK prides itself on being the innovative leader in the asphalt milling industry, with its dedicated operators specializing in all types of milling to meet customers' needs.

"Element Six goes above and beyond, and we have yet to find a bit that matches Element Six MasterGrade™ in quality"

Tom Schmidt, Vice President, ANRAK Corporation

The challenge

ANRAK found standard carbide bits to be costly and inefficient, failing to meet the high standards required.

- Milling machines use a large, rotating drum, which removes and grinds the surface of the asphalt. Scrolls of tool holders hold carbide cutters or bits in place to mill surfaces
- In large-scale milling and construction operations, unreliable machine parts and tools can have a significant negative impact on efficiency, thereby increasing operational and maintenance costs
- ANRAK tried and tested every bit on the market but struggled to find any that provided the longevity required for the work they were doing
- Bits were not of a high enough quality, wearing quickly and requiring excessive maintenance, which increased equipment downtime due to the need for multiple changes
- ANRAK lacked specialist consultation from suppliers, often trialling the wrong type of tool for its machines or project



The solution

Expert consultancy and high quality carbide bits that exceed expectations.

- As ANRAK's supplier, Element Six sought to better understand the challenges the company were facing and to provide expert support and consultation on the bits required
- ANRAK now benefits from a unique, collaborative relationship between both its supplier – Element Six – and its distributor TC Recycling
- Through this more personalized service, the best road planing bits for ANRAK's applications have been identified, enabling the company to meet its business goals and client needs
- With a wide range of tungsten carbide bits, along with extensive knowledge of the milling and construction industries, Element Six helped to strike the perfect balance between price, performance, and longevity
- ANRAK uses Element Six's MasterGrade[™] bits, known by the company as the 'Green Tops' (due to their green tops used in packaging)
- MasterGradeTM bits use Element Six's proprietary 'Nano-technology' to enhance the cobalt binder matrix. The result is a versatile bit with greater wear resistance, extending tool life expectancy by up to 50%
- In fact, when Element Six changed US distributor, ANRAK actively switched provider to ensure it could still benefit from Element Six's products and consultation

The results

MasterGrade[™] bits are now used exclusively throughout ANRAK's business, providing a multitude of benefits:

- A more reliable performance, ensuring equipment operates faster and more cost-effectively across the board
- Reduced time-consuming bit changes, operating costs and a greater return on manpower and machine assets by increasing productivity
- Less downtime and more time for ANRAK's dedicated operators to focus on providing its quality service

Now, ANRAK is looking forward to exploring more Element Six products through its collaborative relationship to ensure that all appropriate products can be used and optimized across ANRAK sites.