



Special Designs Make Sense for OEM's

and power transmission distributors

My first job out of college was with a company that manufactured high speed packaging systems which weighed, counted, bagged and boxed a myriad of products. That was in the late 70's and early 80's. One of the lessons I quickly learned was how critical field service, and more specifically, REPLACEMENT PARTS were to the health of the company when the capital equipment cycle was slow. The owner of the company was fanatical about employing specials within his systems so he could ensure the annuity-type business - often at a 100% mark-up - that kept the company afloat during tough times. I once asked him how he could justify such a high mark-up and his response was elegant for its simplicity - "Mike, you want to get paid this week?" I quickly made the synaptic connections required to fully embrace that concept. My response, "Maybe we should charge 150%!" He was truly a Captain of Industry!

If this is true, and I believe it is, why do so many manufacturers seek lower cost standards (catalog items) when designing their systems? I understand that most bearings are standard and thus, ubiquitous. NOT LM76 Linear Motion Bearings. Since we machine aluminum all day, we can design features into our bearings that will make them truly special *and* we can - a legitimate point - often eliminate one or more assembly parts in the process.

DISTRIBUTORS CAN PROTECT THEIR SALES BY DESIGNING SPECIALS INTO THEIR CUSTOMER'S SYSTEMS

I have had many discussions with PT Distributor salespeople who lament the fact that their hard work and effort often go for naught because purchasing agents put the requirement "on the street" - quotes go out to all their competitors. "I did all the work with engineering only to have another distributor undercut me. How can you (LM76) protect me?"

The answer is simple, you have to protect yourself... and LM76 is one of the few companies who can help you keep your "annuity" business. How? Work with your customers and remind them



This bearing eliminated 2 assembly parts and had to be a specific weight.



This split bearing was designed around a transmission shaft which required easy maintenance. The engineer wanted to make sure the entire assembly did not have to be torn down to be serviced.





PRODUCT TAKE

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that they have a better opportunity of maintaining **their** replacement parts business if they employ specials - this can go from subtle to strange - in their design. I understand that many ball and roller bearings are standard and can be purchased anywhere - they provide no protection for the weary PT salesperson. Not so at LM76...we can supply special ID's, OD's, Lengths and that's for starters. Single flanges, double flanges, perfect splits ect. Moreover, LM76 makes the process easy - we have a \$20.00, 1 piece minimum. We love specials and we have a section of our production facility solely dedicated for this purpose.

My mantra to distributor salespeople during my Technical Training Seminars is salient, "Use your imagination, ask the next set of questions which will open the door to special designs."

- Would a different ID, OD or length provide your customer with a better choice?
- Are there mating assembly parts that could be incorporated within a special LM76 bearing design?
- Ask the customer if the catalog item meets all his/her needs? What would make the bearing better suited to their application? What's missing?

Once you have a special designed, hopefully with our help and input, you can give your bearing a special part number which will be unique to you. By doing this, you will give yourself a better chance of maintaining the business - **long term.**

Company President John Tarbell sees it this way, "Most bearing manufacturers have little desire to design and manufacture low volume (high volume is cool too) specials. They either price it out of the ballpark or delivery is prohibitive. Not at LM76!"

For more information call: 1-800-513-3163 or email: mquinn@lm76.com web: www.LM76.com

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This bearing features a unitized, self-lubricating construction. The customer required a special pillow block for his application so LM76 machined the block and adhered our Minuteman Teflon Composite to the block ID. No two piece construction, pillow block and bearing are one piece. This also mitigates tolerance stack-up.



Sometimes customers need a special pillow block length - no problem!



If you don't need snap ring grooves, o-ring grooves or anodize - you have a less expensive "special." Give it a special part number!