

# OGURA

"What you need in a clutch"®

ON THE MOVE

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## 88TH PURCHASING POLICY SEMINAR

*Akabori, Japan*

**O**n March 2nd, Ogura's suppliers in Japan attended the 2016 Ogura Purchasing Policy Seminar. This year 189 suppliers (26 more companies than last year) and a total of 251 people attended the seminar which communicated Ogura's current status and what Ogura would like to see from its suppliers in the future. The overall worldwide clutch market was discussed with particular attention to the automotive industry. Ogura manufacturing also discussed its improvements that it has made to both the production process and to the end products.

Participants complimented that it was a great opportunity to gain deeper understanding of Ogura's current operations and future objectives. ●



*Purchasing policy seminar*

## OGURA THAILAND SUPPLIER CONFERENCE

*Thailand*

**I**n February, the second supplier conference was held at Ogura Clutch Thailand Co., LTD. 44 people from 30 suppliers participated in the conference.

Ogura's supply objectives for 2016 were discussed with the attendees. Two suppliers received Ogura's awards, one being Best Supplier Award and one Excellence in Supply Award.

Ogura Thailand continues to expand so both quality and cost objectives need to be met.

However, the theme was how to jointly achieve higher competitiveness together. Therefore, Ogura also revealed to the

suppliers how it is continuing to streamline manufacturing operations to achieve lower production costs and how by achieving those goals, Ogura, with their suppliers, will be able to increase market share. ●



*Supplier conference*

## 3D DRAWINGS ADDED TO OGURA

*Somerset, NJ*

**O**gura Industrial is in the process of adding 3D CAD files to the website. Initial drawings are currently uploaded and new drawings will be added. To download these 3D CAD drawings, basic registration is required. If customers do not see a 3D drawing they require, they can send a request to Ogura engineering to prioritize a particular 3D file. ●



*3D file*

# Ogura Sales Rep Profile

## J.T. Chapman Co.

Joe Bartels

**H**i, my name is Joe Bartels. Glad to be part of the Ogura team. I grew up in Northern CA, a little farm town Ripon. My grandparents were almond, walnut, and grape growers. I stayed in CA and went to Chico State where I earned my degree. My 1<sup>st</sup> job was with a distributor in the Pacific Northwest. At the time, I covered WA & OR selling bike parts into shops. I later found a job with Shimano America in Southern CA. Surf, bikes, and bikinis was the way for many fun years in Huntington Beach. I was still trying to keep up with the fast crowd and went to a World Cup event in Vail, CO. I fell in love with the mountains, quit my job, got a job in retail and spent every available minute on the mountain. One snowy day, this beauty comes needing a pair of goggles to combat the conditions. Of course, I helped her out and we married a few years later. I started selling as a rep covering CO, UT, WY & NM. My territory grew and I kept on selling for almost 19 years. We moved to Boulder, CO. We have a daughter who is 14. On my almost 19<sup>th</sup> work anniversary I got the call all successful independent reps dread. "We're taking your key accounts in-house" and that's how I ended up with JT Chapman. I look forward to working with all of you in a new and exciting business. ●



Joe Bartels

# OGURA CHINA AWARDED BEST PARTNER

Guangzhou, China

**A**t the 13th Guangzhou International Automotive Air-Conditioning and Cold Chain Technology Exhibition in China, Ogura was awarded a Best Partner Award for its continuous participation in the show. Ogura has been exhibiting since 2007 and since that time, has expanded products displayed at the show. When Ogura first signed on to the show, initially only air conditioning clutches were displayed. Now, products such as GT clutches and brakes, industrial clutches, and spring applied brakes as well as office automation clutches were on display.

Ogura also used video screens showing the various race cars in action that utilize Ogura racing clutches and superchargers. ●



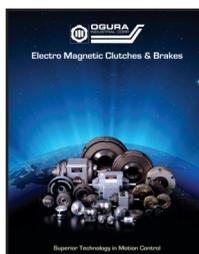
Ogura Clutch booth at the Guangzhou International Automotive Air-Conditioning and Cold Chain Technology Exhibition

# NEW MARKET SECTION ADDED TO OGURA WEBSITE

Somerset, NJ

**O**gura has added a subsection under the What's New section of the Ogura website called Market Brochures. This section has single page and four page pdf flyers that are targeted to specific industries or highlight specific products. These flyers can help website visitors get quick summary sheets based upon their product or market need. ●

Various Ogura brochures available for download



## Application Story

# LEADING THE WAY FROM BEHIND

**T**o say our method of purchasing goods and services has changed over the years would be an understatement. Everything from toothpaste to automobiles can be purchased on line with a click of the mouse on your laptop – or the Send button on your phone for that matter.

Frictionless World, located in Westminster, CO, offers “outstanding design, engineering, outsourcing and quality control for development and delivery of custom products. Focusing on the agricultural industries, Frictionless World has expertise in farm, ranch and garden machinery, equipment and supplies”. Under the brand name of Dirty Hand Tools and RanchEx, FW manufactures and assembles a myriad of products including log splitters, tillers, snow throwers and Chain and pole saws – largely through internet sales. Unlike much of their competition, Frictionless World does not primarily sell through dealers. Although sold in some retail establishments, by bypassing the additional layers of administration and handling, the company can pass these savings on to the consumer. Instead of traditional forms of advertising, they rely on web hits and product placement on independent websites. While sidestepping the customary avenues to market, this by no means infers that quality has been sacrificed.

When Jesse Beuerlein, Design Engineer, was given the task of designing a new rough cut mower, he wanted to ensure the use of high quality materials and products and still retain a competitive price. Starting with an 8 gauge steel deck, a Kohler engine and a 3 year consumer warranty, the 46” mower was already ahead of the competition. When it came to choosing a PTO clutch/brake to engage and disengage the cutting blades, he insisted on the same high quality design and reliability as the other components. After evaluating available options, Jesse chose the Ogura GT1 Series. Rated at 90 ft. lb. of torque, the GT1 Series was the perfect fit for this mower configuration. A forged steel rotor, high temperature bearings, e-coat protection and most importantly an easily adjustable air gap are all features that assure the user of years of reliable operation.



*46” Brush mower*



*Ogura GT1 series clutch*

The Ogura GT1 PTO clutch/brake is attached directly to the 15 hp Kohler engine shaft. The operator flips the PTO switch that applies 12V to the clutch, engages the clutch pulley and belt and turns two pulley spindles that are attached to 23 inch cutting blades. When the clutch is disengaged, the armature drags against the brake shroud helping to slow the blades to a smooth stop.

For more information on the GT1 Series and other Ogura PTO products, visit our website at [www.ogura-clutch.com](http://www.ogura-clutch.com). For more info on Frictionless World and their products, visit [www.dirtyhandtools.com](http://www.dirtyhandtools.com) ●



*Happy Summer from the Staff of Ogura*

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## LAWNMOWER RACING NOT OFF TO A FAST START

*New Lexington, OH*

While Chuck Miller is looking forward to an exciting 2016 lawnmower racing season, he encountered a severe problem which is going to push back the start of his season by a few weeks. In the first qualifying race at Limestone Valley, Chuck's engine seized up. Later inspection showed that the crankshaft had sheared. Chuck now has to rebuild his engine to get it ready for the next race on July 9th in Cerro Gordo, Illinois. Chuck is confident that with strong finishes throughout the rest of the season, he can make up any points lost from this first race. ●



*Chuck Miller in qualifying race*



*Sheared crankshaft*

## NEW TROUBLESHOOTING VIDEO

*Somerset, NJ*

Ogura has created a comprehensive troubleshooting video for electromagnetic clutches and brakes. This new video covers the most common failures that can occur with electromagnetic clutches and brakes and shows the possible causes and potential solutions.

The new video covers industrial and mobile products. It is segmented into the three main issues that customers may have which are: engagement, noise, and excessive slipping.

This new video can be found on Ogura's YouTube channel and on the troubleshooting section of Ogura's website. ●



*Troubleshooting electromagnetic clutches and brakes*

## OGURA CHINA RECEIVES SUPERIOR SUPPLIER AWARD FROM PANASONIC

*Wuxi, China*

At the end of March, Panasonic Motor Co., LTD awarded Ogura's facility in Wuxi, China their Superior Supplier Award. The award was given for consistent high quality in meeting Panasonic Motor's PPM for many years and also meeting their customer service requirements.

The award was presented to the staff of Ogura China at its morning meeting, which made the plant workers quite proud. ●



*OCW with Panasonic Superior Supplier Award*