

Application Story

OGURA HELPS PROVIDE THE “GO” IN LEXMARK’S NEW GO LINE™ DEVICES

Goals for the new Lexmark printer line were: *GO Faster, GO Longer, and GO Further.* Ogura’s MIC3.5C helped them deliver on all three.

When Lexmark wanted to upgrade their small and medium business printer line-up, they asked Ogura for a little help with their paper-handling technology (via pick-clutch). Ogura responded in a big way and is now pleased to be a part of the Lexmark GO Line series of printers.

Headquartered in Lexington Kentucky, Lexmark is a global imaging solutions leader that recognized the benefit of including Ogura clutches in their new line up. The Lexmark product development team had three primary requirements for the GO Line:

- ◆ **Go Faster:** to make it easy for SMB customers to find the printer or multifunction device that meets their needs, with devices that are ready to go right out of the box.
- ◆ **Go Further:** to offer the ideal combination of enterprise level features and security at the right price for SMB users.
- ◆ **Go Longer:** to engineer the devices to last, with durability and reliability in mind.

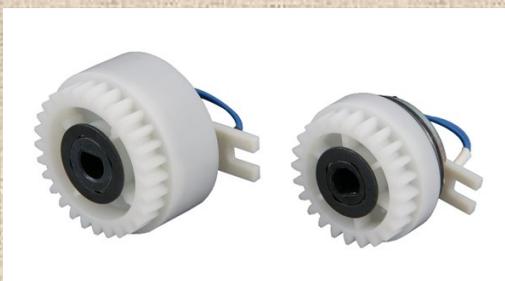
Lexmark GO Line devices are an entry-level to midrange color laser “all in one” printer, designed for use in small-to-midsize offices and workgroups. In addition to being a “truly global” platform for business printing, the GO Line has earned PC Magazine’s “EXCELLENT” Rating.

According to Mr. Bert Gold in Lexmark Global Sourcing, “Lexmark was looking for more than just the right component (clutch); we were looking for the right partner. Ogura met both of these requirements.”

In this application, the input is from a motor driving a gear train that drives various rollers in the printer. The input gear for the clutch is attached to the armature. When power is applied to the clutch coil, the armature is magnetically attracted to the rotor and the clutch engages. A shaft is attached to the rotor and that shaft has rollers that contact the printer paper (turning the rollers feeds the paper). When the paper is finished printing power is removed from the clutch, the armature separates from the rotor, creating an air-gap, whereby, stopping the pick shaft from turning. The clutch’s “on-off” response time is typically very fast, providing the “hi-speed” printing we have come to expect in our busy lives.



*Lexmark GO Series
MC3426ADW Printer*



Ogura MIC3.5 Series

Some of the key features for the MIC3.5 Series are:

Extremely high quality and repeatability

*Very high torque in an extremely small package
(because of its triple flux design)*

*Torque ranges are available from .25 Nm to 2.8 Nm
Ogura Design options include various gears, pulleys,
lead wires, and connectors*

*All of these key features are found at a very
competitive price from Ogura*

Lexmark concludes: “Ogura is a great team to work with. We are very pleased with the results and their continued support.”●