

Application Story

LEADING THE WAY FROM BEHIND

To 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. For more info on Frictionless World and their products, visit www.dirtyhandtools.com ●