

## APPLICATION STORY

# "LOOKS GOOD ON PAPER"

**Xerox 8200 solid ink color printers use Ogura MIC-NE series Micro clutches to produce outstanding printed images at amazing speed.**

The groundbreaking Xerox Phaser® 8200 solid ink color printer is designed with innovative

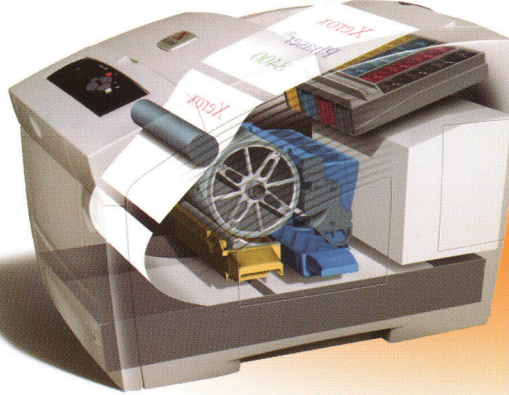
**"Ogura worked with Xerox to maximize the torque and minimize the response time beyond our expectations. Interestingly, Xerox had to beef up its clutch test fixtures to test Ogura clutches".**

single pass printing technology. Stunning image quality. Brilliant 1200 dpi resolution. Incredible speeds. The Xerox Phaser 8200 gives users high performance at an affordable price. To help accomplish this outstanding

task, Xerox has chosen Ogura's MIC-8NE (rated for 7 in-lbs) and MIC-2.5NE (rated for 2.2 in-lbs) series Micro clutches to drive critical assemblies within the printer.

There were several things asked of Ogura's clutches. Xerox insisted on:

1. Consistently repeatable high torques in a very small size.
2. Consistent response times, near 5 milliseconds, the fastest possible (to increase the throughput and precision of all paper- and drum-moving tasks).
3. Absolute 100% quality with consistency of parts from batch-to-



Xerox Phaser 8400 solid ink printer



Xerox Phaser 8200 solid ink printer

batch and lot-to-lot.

4. A world-class supplier who could deliver tens of thousands of quality clutches per month.

And, of course, a low, low price. (The printer world is pretty competitive these days, isn't it?)

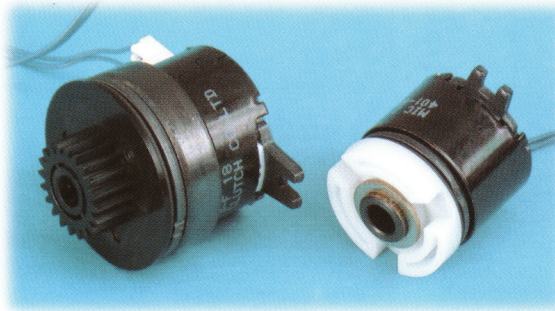
To accomplish these goals and more, Ogura worked with the Xerox Office Group's Supplier Quality Engineer, Bruce De Ford.

While price was important, Xerox quality was first and foremost on Mr. De Ford's mind. According to Mr. De Ford, "Often, the lowest price product is not the best overall value. Xerox absolutely considers several

factors into the 'total cost' equation; initial piece part cost, the supplier's overall quality ratings and willingness to stand behind their products".

The Ogura MIC-8NE is used on the drum wiper where the clutch bears the full weight of the drum with each print. Long life bearings (with low drag torque), fast response time (Ogura uses a super fast permanent magnet return mechanism), and instantly high dynamic torques were absolute requirements. "Ogura worked with Xerox to maximize the torque and minimize the response time beyond our expectations. Interestingly, Xerox had to beef up its clutch test fixtures to test Ogura clutches". "We are very happy with Ogura as a partner on the Phaser 8200 and have included them in the next generation Phaser 8400 machines as well," said Mr. De Ford.

"If you need small, high torque, low cost micro clutches, consider Ogura as a world-class supplier. They make it look easy".



Ogura's MIC-8NE & MIC-2.5NE Series Micro Clutches