



## OGURA ADDS ELECTRIC VEHICLES TO IT'S FLEET OF COMPANY CARS

*Kiryu, Japan*

In line with Ogura's environmental policies, two new electric vehicles (single seat) have been added to Ogura's company car fleet. Each vehicle can travel about 40 miles on a full charge (charging a depleted battery takes about 6 hours). With 5 plants and a number of suppliers that are relatively close to each other in the Kiryu area, these vehicles make sense for



*New electric cars being delivered*



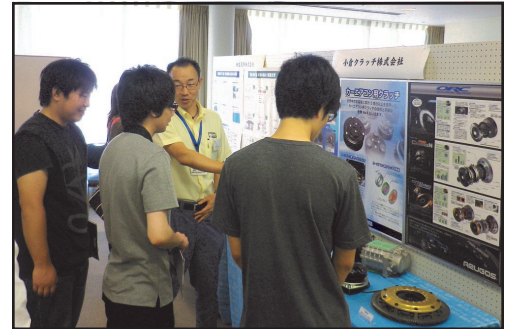
*The Toyota COMS EV*

personnel that are required to make small trips because they save on gasoline, are less expensive to run and do not emit CO2.●

## CONTACT WITH UNIVERSITY STUDENTS EXPANDED

*Kiryu Japan*

Last quarter, Ogura participated in the 26<sup>th</sup> roundtable business conference held by Gunma University. The conference encourages local universities and businesses to develop more joint research projects and exchange information about the recruitment of university graduates. Besides Ogura, other companies in the area exhibited their research projects and explained what they do as a company.



*University students get an understanding of Ogura*

In a separate program, Ogura had 10 students from 9 different universities involved in the internship for 2012. Some students came from well outside the area, but all were put up in Ogura's dormitory during the internships. Prior to leaving, they were asked about their experience with the program and all said that it was a great and fun learning experience.●

## OGURA BOARD OF DIRECTORS MEMBER HONORED

*Kiryu Japan*

In November, a special merit award from the Japanese Ministry of Social Education, Science and Technology was awarded to Mr. Kouchi, Executive Officer and Board of Directors Member for Ogura Clutch Company. This is in recognition of his years of contributions toward development and improvement to the education system in the surrounding Kiryu area.●



*Ministry Merit Award*

## Ogura Sales Rep Profiles

### Les Poss

#### *Summit Agencies, Ltd.*

**H**il! My name is Les Poss and I am Summit Agency's newest representative covering Manitoba and Saskatchewan. I graduated in 2009 with a Mechanical Engineering Technologist diploma from Red River Community College. As of April this year, I have now received my certification as a Certified Engineering Technologist.



Originally hired by an engineering firm out of college, I was a CAD technologist with an HVAC design focus. With a desire to travel and work in a more diverse technical environment, I joined Robin and Peter at Summit Agencies. While I don't have years of experience in power transmission, my education and willingness to learn will be beneficial in this field.

When not at work, I spend much of my time cycling outdoors with my newlywed wife, Loreena. My hobbies include performing music, camping with friends, working on cars and computers, and traveling with Loreena.●

### Jakob Cedercrantz

#### *Cumatix*

**M**y name is Jakob Cedercrantz and I am a new sales person in Scandinavia. I work for Cumatix in Stockholm which is a trading company with a long tradition of working with Japanese companies and products. I grew up in the southern part of Sweden and after high school, I moved to Stockholm. There, I began studying a Master in Mechanical Engineering at The Royal Institute of Technology, with focus on Industrial Management. In the spring of 2011, I did my master thesis on how to increase airline ticket sales online at Scandinavian Airlines and thereafter I was hired to work with sales within the company's loyalty program. On the first of March 2012, I started working at Cumatix and find the work and the products both interesting and exciting.



I live in an apartment in Stockholm with my girlfriend and in my spare time, I like watching soccer and other sports. I also enjoy playing squash, golf and spending time with friends and family.●

## OGURA INDUSTRIAL RECEIVES AWARD FROM ARIENS

#### *Brillion, Wisconsin*

**I**n October, Ogura Industrial Corporation was awarded Ariens' Supplier Performance Award for Commendable Performance in 2012. A cross section of each suppliers performance is measured by Ariens in determining whether they qualify for special recognition. At a supplier dinner hosted by Ariens' purchasing during their annual Dealer Conference, Ogura was acknowledged with a "Strategic Supplier" ranking for 2011.

Various measures are tracked monthly during the year and the combined total score determines qualification. These include **Quality** performance, as defined by the number of rejects recorded in the production process over the year. Ogura's quality rating was exceptional. **Delivery** is measured by the completion of deliveries according to individual triggers during the year. Ogura achieved a perfect score for 2011. Other measured performance categories are **Warranty Recovery**, **Cost Objectives**, and **Technical Support**. Frank Flemming, OIC President, and Mike Garvey, OIC Regional Manager, were present at the Ariens annual dealer meeting to receive this award.●



*Frank Flemming and Mike Garvey with Jim Fuller, Director of Corporate Sourcing, and Bob Bradford, Senior Vice President of Operations*



## Application Story

# Fighting Fire with an Ogura Clutch

*The Eddie Paul Cylindrical Energy Fire Fighting system uses an Ogura Electric Clutch for cold and remote start.*

**E**ddie Paul industries, (El Segundo, CA) is known for outstanding engineering designs in TV shows, movies and most recently, in the real world of Firefighting. Several years ago, he recognized a problem with the pumping equipment used by many fire departments. That resulted in the CFX Compressed Air-Foam System, which is about 80 percent lighter and smaller than the other pumps currently used on the field.



*CEM FastAttack™*

The design, which mixes water, air, and soap within one pump, gives the system the ability to handle the tasks of three separate units. It also saves on the amount of water being used to extinguish fires.

"We are hoping this will be the new technology," Eddie Paul said. "It is definitely safer and smaller, it is simple enough for anyone to use it." The CFX is currently being sold to fire departments around the nation. Our customer requested help with cold weather starting as well as having a remote control feature of the pump. This could be accomplished by using an electric clutch. With the clutch, the operator can be safely located away from the fire or hardware if needed and still operate the pump. "Safety is no small matter when it comes to fighting fires. Since I am manufacturing the best pump in the world, I need the best clutch in the world. Reliability in this equipment is paramount (no pun intended)."



*Model EC100G*

"After some research in the electric clutch market, Ogura Clutch was chosen to supply prototypes for my 23 Hp diesel CFX system. Ogura worked with us to supply a fast off the shelf solution." After some discussion on loads, environment and life needed, Ogura suggested its MA-GT-JD22 12VDC general purpose clutch. This one piece clutch has the following features: 1 7/16 inch bore for robust shaft mounting, E Coating protection for "all weather", outdoor use, solid forged rotor for efficient magnetic coupling and high torque for its size. Oversized bearing(s) are used for its "built in" dual "A" groove pulley for secure torque transmission and superior side load capacity. The clutch is mounted directly on the pump shaft, driven by belts. With this electric clutch, our customer is assured of cold weather starts as well as remote operation of the pump.



*Ogura MA-GT-JD22*

The CFX is more convenient for firefighters, according to Paul because it can be attached to electrical golf carts and is small enough to mount on a pickup truck. It can go off road, something that current fire trucks cannot do. He is also looking into having the CFX Compressed Air-Foam System mounted onto helicopters. Using the Ogura electric clutch also improves the life of the pump, by disconnecting it from the engine when it is not needed. This clutch also improves fuel efficiency for the whole system.

As his products reach mainstream markets, Paul said he is motivated each time he thinks of a new product to bring into society.

"I love when someone tells me I can't do something," he said. "Because nothing is impossible".

Ogura feels the same way. ●





***Happy Holidays from the Staff of Ogura Industrial***

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## In The News

### OIC EXHIBITS AT THE 2012 GIE EXPO

*Louisville, Kentucky*

**O**gura Industrial Corporation, once again, exhibited at both the indoor and outdoor sections of the GIE Expo in Louisville, Kentucky October 24-26<sup>th</sup>.

The show's format changed slightly this year with the first day devoted primarily to dealers and distributors. On Thursday and Friday, the show was open to all visitors and the outside booths were open for visitors to try various pieces of equipment.

At Ogura's outside booth, world champion lawnmower racer, Bobby Cleveland, and world champion mower driver and tractor pull winner, Chuck Miller, showed off and talked about their supercharged puller and mower.



*Ogura Industrial personnel and sales representatives at the 2012 GIE Expo*

Both Chuck and Bobby posed for pictures and answered questions from visitors on lawnmower racing and tractor pulling.

At Ogura's inside booth, Ogura personnel were available to answer questions from both manufacturers and end users regarding Ogura's PTO clutch brake design advantages or on general PTO clutch brake performance and maintenance. ●



*Bobby Cleveland fires up the Ogura supercharged lawn tractor*



*Chuck Miller answers questions about his homemade supercharged engine*



*Article in Design News*

## BUILDING A SOLID FOUNDATION

*Design News*

**I**n the October issue of Design News, an article featuring Ogura's magnetic particle clutch OPC-80N was published. The article described how the Ogura magnetic particle clutch controls the tension in the payout cable for an underwater search robot that explores the sea floor for solid bedrock. The purpose of the robot is to find the most solid location to apply a sea anchor to hold a deep water ocean drilling platform stationary. The full article can be viewed in the editorial section on Ogura's website, [www.ogura-clutch.com](http://www.ogura-clutch.com). ●