

# OGURA

**"What you need in a clutch"®**

**ON THE MOVE**

Volume 100 • Second Quarter • 2024



## 100th ISSUE OF OGURA NEWSLETTER

*Somerset, NJ*

2023 marked our 25<sup>th</sup> anniversary of the formation of Ogura Industrial Corp. as a separate Ogura division. This newsletter marks our 100<sup>th</sup> issue of "Ogura on the Move". Over the past 100 issues, you have seen significant growth of both Ogura's facilities and products. You have also been witness to the additions of new Ogura employees and manufacturer's reps.

A few years back, the trend in newsletters was to eliminate hard copy newsletters because of the expense and to just go to digital versions, but we found that our customers like to actually have a physical newsletter that could be passed along to other employees versus just an email attachment. For the future, we are planning on continuing our hardcopy distribution of the newsletters.

The newsletter has been a great way to keep customers up to date on the latest quality awards Ogura has won as well as quality updates for ISO and other quality standards. Over the past 25 years, Ogura has also highlighted expansion of existing manufacturing facilities and new construction of brand new manufacturing facilities in China, the Philippines, India, Thailand, Japan, Brazil and France.

We are also going to continue to bring you the latest developments of Ogura worldwide and occasionally sprinkle in some humor and some insight into activities in Japan that may interest you. We will also keep you updated on Ogura racing news with both high-end car racing as well as our sponsored lawnmower racing drivers. •



## NEW PHILIPPINES MANUFACTURING PLANT

*Batangas, Philippines*

**L**ast quarter, Ogura had a grand opening for a brand new manufacturing facility in the Philippines. It is located in the Lima Technology Center – Special Economic Zone in Lipa City, Batangas. The manufacturing site for the new facility is approximately 174,000 square feet. It has a two story building and each floor has a manufacturing area of 75,000 square feet. The manufacturing facility will primarily produce electromagnetic coils and parts for automotive applications and will supply those products to Japan, China and North America. The plant will initially employ a little over 300 people, but will expand as new products are added. •



## Ogura Sales Rep Profile

Alex Frieling,  
*AF Industrial*

**H**ello! My name Alex Frieling. I grew up in Omaha, NE and attended the University of Nebraska at Kearney and graduated with a Bachelors in Industrial Distribution. After working for 5 years with local distributors, I accepted a position covering NE and IA for a manufacturer rep agency. During this time, I was always told by existing principles that they couldn't find a solid agency in the Rocky Mountain States. After 6 years with that agency, I decided to move to CO and start my own firm. In 2012, I started AF Industrial. I travelled 75% of the time and have since grown to include 3 outside sales guys covering ID, UT, WY, NM, and MT. Our lines have been long standing partners and we have shown significant growth for them and ourselves. I enjoy hunting, fishing and golf.●



*Alex Frieling*

## PROFESSOR CLUTCH

*Somerset, NJ*

**I**f you have visited the Ogura website recently, and needed help with selecting a clutch or brake, you have seen Ogura's new avatar, Professor Clutch. Professor Clutch will guide web visitors based upon a series of questions. The questions and answers appear in text form but also can be listened to by clicking on the audio file.

Professor clutch is also being used to introduce Ogura's monthly email product feature alerts. Professor Clutch will be a prominent figure in Ogura's marketing going forward to help with brand awareness.●



## NEW HIRING CLASS FOR 2024

*Kiryu, Japan*

**O**gura's fiscal year starts April 1<sup>st</sup>. Although employees are hired at different points during the year, the biggest single hiring group comes on board of April of each year. This year Ogura brought on 23 personnel, mostly as engineers and/or technicians. They will go through training as a group and then be split off into various jobs within Ogura. Coming in as a single group and going through training together helps build camaraderie that can last throughout their entire career with Ogura.●



## SUPPLIERS HONORED AT 2024 KICKOFF

*Kiryu, Japan*

**L**ast quarter, 157 suppliers to Ogura attended the 2024 kickoff meeting and dinner. From those 157 suppliers 5 key suppliers were awarded for their outstanding contributions for quality, pricing, delivery and technical support. The Grand prize was given to Fuji Brake Industry Co. Ltd. Two Excellence prizes were awarded. One went to ADMAC Co. Ltd and the other one went to Towa Intec Co. Ltd. Special prizes were given to Showa Manufacturing Industry Co. Ltd and Sunaga Plastics Manufacturing Co. Ltd. All suppliers were thanked for their continued contribution in helping to make Ogura successful and were challenged to continue to work hard to help maintain Ogura's reputation for quality and performance for 2024.●





## Application Story

# Wright Autonomous Stander ZK - The Future of Mowing is Now!

**T**he future of commercial mowing is here today with the Wright Autonomous Stander ZK. For businesses or institutions with large outdoor areas, autonomous mowers can significantly reduce labor costs associated with manual mowing or hiring landscaping services. Overall, autonomous mowing with The Wright ZK provides convenience, efficiency, and environmental sustainability, making it a beneficial choice for both residential and commercial lawn maintenance.

The Autonomous ZK is easy to use with the operator manually cutting a perimeter pass on the property (referred to as mapping). Once the perimeter is cut, the operator switches the mower to autonomous mode, and steps back to let the mower cut the middle autonomously. With the use of GPS, cellular data, and a high-grade accelerometer onboard, the machine will know where it is and how to cut the property with precision down to 1/4 inch. The mower is also equipped with five depth sensing cameras to monitor a safety boundary around the machine during operation. These cameras allow the machine to deviate and drive around larger stationary objects in open areas or avoid objects that move into its path during operation.

Each mower has a remote paired with it that the operator will have with them while the mower is working autonomously. These remotes are equipped with an e-stop button, ability to change speed, as well as functionality, allowing the operator to drive and operate the machine with the remote. In the event the machine stops, the remote will vibrate notifying the operator of an alert or that the job is complete.

The next time a property needs to be cut, the landscaper can pull up the logged job from the previous week in the app. Saved maps can have their stripe pattern or cut angle adjusted from week to week directly within the app on the operator's smartphone. Once the machine is positioned within the boundaries of the previously created map, the operator can hit "mow" and allow the mower to get to work all by itself, safely and securely.



*GT 3.5 PTO Clutch*

ZK Mower is designed to work in all possible environments, all of the components used in the ZK have to be of the highest quality. Because of the high torque, commercial-grade requirements, and safety of this machine, the Ogura PTO clutch brake, GT3.5 was selected. The clutch brake engages and disengages the mowing deck, as needed by the operator and surrounding environment – safety is first and foremost for this application. When the clutch is turning the blades, it is delivering over 300 ft lbs pounds of torque. When the operator or ZK wants to disengage the clutch, the mechanical brake component on the clutch will safely stop the blades. Ogura's adjustable "air-gap" on the Wright ZK Mower clutch also ensures long component life, serviceability, and accurate operation.

Wright and Ogura continue to work together to provide safe, effective, and beautiful mowing solutions for all of those that simply want to do a better, more efficient, and safer job!



*Wright Autonomous Standard ZK*



*ZK Mower Control Panel*

For more information on Wright Mowers, please visit [www.wrightmfg.com](http://www.wrightmfg.com).  
For more information on Ogura Clutches and Brakes, please visit us at [www.Ogura-Clutch.com](http://www.Ogura-Clutch.com). •



***Happy Summer from the Staff of Ogura***

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## Ogura in the News

# NEW MEDICAL BROCHURE

Somerset, NJ

Ogura Industrial has created a new brochure to highlight the wide variety of solutions provided to the medical equipment market. Leading the industry worldwide, we strive to solve the problems and provide the products that enable better medical outcomes, human comfort, and long term health. Whatever the challenge might be, we have the experience and knowledge to assist. For electromagnetic brakes used for holding or stopping, concerns include: High torque per size, low weight and low inertia, low power and heat requirements, minimal or zero backlash, super thin profile for tight space constraints, quick response times, various operating voltages, RoHS and REACH compliance, customization of design, and manufacturing capacity for long term growth. •



## 2024 LAWNMOWER RACING UPDATES

This year, both Bobby and Chuck are once again racing the Ogura sponsored mowers. The first race Bobby and Chuck competed in this year was at The Spring Forward Nationals in Ocala, FL at the Marion County Speedway. Chuck was competing in both the FDX class and the BP class. In the FDX class, Chuck finished in 4<sup>th</sup> place, after having to rebuild the motor two hours before the start of the race.



*Chuck and Bobby at the  
Montecello Race*

In the BP class, Bobby Cleveland finished in 2<sup>nd</sup> place and Chuck finished in 3<sup>rd</sup> on the first day of racing. On the second day of racing in the BP class at Ocala, Chuck ended up in 1<sup>st</sup> place with Bobby close behind in 2<sup>nd</sup> and that is how they placed overall. In the FDX class, Chuck ended up in 4<sup>th</sup> place.

In the second race of the year, Bobby and Chuck headed to Avon Park Speedway for the 10<sup>th</sup> Annual Snowbird Nationals. In the BP class, Chuck was running neck and neck with the lead mower and with the lead changing several times, he edged out the 2<sup>nd</sup> place mower and finished in 1<sup>st</sup> place. Bobby Cleveland was close behind in 3<sup>rd</sup> place.

The third race for the Ogura drivers took place in Montecello, GA. Chuck finished in 3<sup>rd</sup> place, but unfortunately, Bobby blew up his engine which was the same engine he used for the world's fastest lawnmower record, so he was unable to finish the race.



*Chuck and Bobby 1<sup>st</sup> and 2<sup>nd</sup>  
Place at the Spring Forward  
Nationals*



*Bobby Cleveland on the left  
and Chuck Miller on the right  
with their racing support crew*



*Chuck's 1<sup>st</sup> place finish at the  
Snowbird Nationals*

Overall, the team is positioned well in the overall points standing. Watch for the season wrap up in the third quarter newsletter. •