



## GIE EXPO 2017

*Louisville, Kentucky*

In October, Ogura Industrial exhibited at the GIE Expo. Ogura had both an inside and an outside booth. At the inside booth, some of the newer GT1.5 clutches were on display as well as traditional mobile and general purpose clutches.

Ogura handed out the traditional Ogura sunglasses which a lot of people put to use since it was sunny all three days. Ogura also handed out reference sheets on clutch troubleshooting. This was well received by distributors, dealers and end users.

At the outside booth, Chuck Miller (who had just won the lawnmower racing national championship for the BP class the previous month) was there with his custom built mini puller. Every time Chuck started the engine, a crowd immediately formed. The supercharged mini puller always draws motor heads from around the show just by the sound of its engine.

The show was busy all three days and both visitors and exhibitors seemed upbeat for 2018. The show is also a good opportunity for Ogura sales reps to get together and discuss industry trends and get a first-hand look at the latest equipment from outside their sales territories.●



*Ogura support staff and sales reps  
at the 2017 GIE Expo*

## IATF16949/ISO9001 TRANSITION KICKOFF MEETING

*Tokyo, Japan*

Recently ISO/TS16949 has been revised and transformed into IATF16949:2016. The ISO9001 standard has been revised and transformed into ISO9001:2015. For these new revisions Ogura will modify the existing QMS (Quality Management System). About 80 mid and senior level managers attended the Transition Kickoff Meeting held on September 6<sup>th</sup> at Ogura's Head Office in Kiryu. Managing Director, Mr. Kawauchi, announced the kickoff of the transition action, after which he explained the policy, schedule and its other aspects. Although it will be a tight schedule for the implementation, the managers will aim for efficient actions and a smooth transition.●

## ARIENS AWARD

*San Antonio, Texas*

For the 6<sup>th</sup> year in a row, Ogura has been given the Ariens Supplier Performance Award. This award is given to Ariens' top suppliers that have achieved points based on quality, delivery, cost, objectives, technical support and innovation. The award was presented during Ariens' annual Dealer Summit. To help support Ariens' dealers, Ogura also participated in the mini tradeshow and handed out the new two page reference troubleshooting guide on electric PTO clutch brakes.●



*L to R: Larry Weyers (Ariens  
President) Tim Malinowski (Ogura  
Outdoor Products Manager), Frank  
Flemming (Ogura President), Tom  
Wright (Ariens VP Supply Chain)*

# Ogura Sales Rep Profile

## Engineered Industrial Products

**E**ngineered Industrial Products (EIP) recently joined Ogura's sales force. EIP was incorporated as a manufacturer's rep firm in 1958. EIP will be covering the territories of California, Arizona and Nevada for Ogura.

**Duncan Macdonald**, CPMR, 30+ years with EIP. Has served as President for EIP much of that time, while maintaining a sales territory. He currently has territory responsibility for Arizona, Southern Nevada, Eastern-Southern California.

**Michael Amy**, 4 years with EIP, territory sales responsibility in Southern and Central California. Michael has previously worked for Applied Industrial Technologies, as well as owned his own contracting business.

**Corbin Gunstream**, CFO, worked for EIP from 2005-2013 in territory sales. Corbin worked for Motion Industries from 2013-2016, and started Signature Reps in 2016. Finally merging companies with EIP in 2017. Corbin will cover Northern California, Nevada and serve EIP as CFO.

**Kurt Fisher**, CPMR, President, began his career with EIP in 1976 and celebrated 41 years with the company this past October. Kurt has had many roles with company over the years.

**Andy Martinez**, has served as warehouse manager and now inside sales for EIP since 2013.

**Ellie Kerley**, 5+ years with EIP and provides inside sales, reporting, and marketing work.

**Javier Martinez**, has worked with EIP for 30+ years, currently inside sales, Javier has worked in the warehouse as well as led the assembly center for EIP, where he assembled gearboxes to order for our customers.

**Monica Baer**, inside sales and reporting coordinator, previously worked for Signature Reps and has been with EIP since the resulting merger.

**Andres Martinez**, has worked with EIP for 15+ years and is our warehouse manager in Southern California.

We at **EIP** look forward to providing premier sales and support for **Ogura** to increase their market share and build relationships between customers and distributors of their products. ●

## 54th KIRYU YAGIBUSHI FESTIVAL

### *Kiryu, Japan*

**T**he 54<sup>th</sup> Kiryu Yagibushi Festival was held in the city of Kiryu. As in the previous year, the weather was great so the festival was well attended.

For the first time in 80 years, a 20 meter high Nobori (a stage with a Japanese banner) was used. This stage, with a massive Dragon sculpture, was created in 1902. It was a perfect back drop for the performance by the dancing geishas from Kyoto. A fantastic atmosphere!



*Ogura sponsored float for the Yagi parade*



*Geisha performance sponsored by Ogura*

The annual Children Mikoshi Festival, Textile City Sale and Jumbo Parade were held during the Festival. Also, the new haunted house event, "Kiryu of the Dead, Evolution", which evolved from last year's "Kiryu of the Dead",

took place. There were more unique events this year which made everyone happy.

With the support of the Town Council, Ogura used their parade float with traditional cedar plank embellishments.

Everyone enjoyed the 3<sup>rd</sup> Amateur Singing Contest with guest appearances of a few famous Japanese singers and comedians.

Every night at 7pm the main Yagibushi performance was headlined by various groups, including Ogura Clutch's Komatsu-kai. Many people surrounded Ogura's float and joined the performers with great enthusiasm in the Yagibushi dance.

Overall, it was a great festival which brought positive energy and many smiles to all visitors. ●



## Application Story

### *Ogura Micro Clutch Used in Door Locks*

**A** company in Japan has started to use Ogura's MC single disc micro clutches in a new door locking mechanism. The deadbolt is controlled by a motor for both locking and unlocking. There are several methods that can be used to control the lock. A magnetic card, bio-identification, integrated circuit card, and even a smart phone can be used to activate the lock. Who knows... maybe sometime in the future, an embedded chip under a person's skin will be used as an identifier.

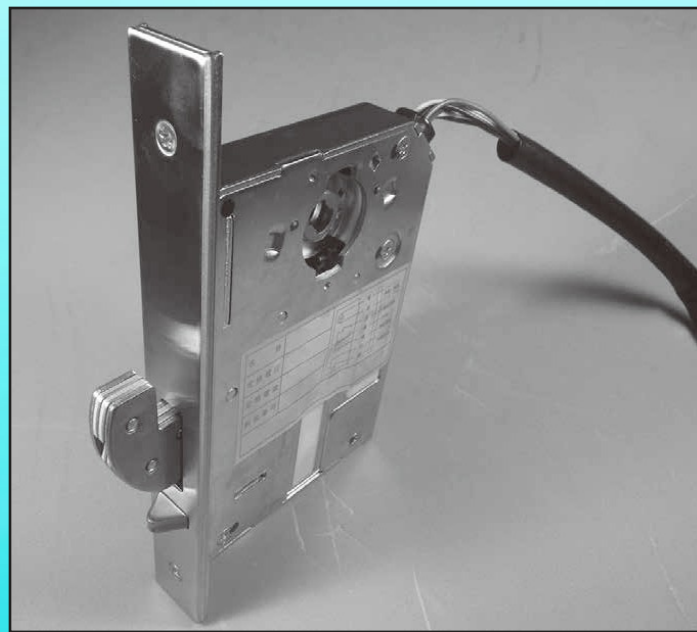
The advantage with an electronic control for the locks is that the door can be controlled remotely. For high security areas, the lock along with a camera and intercom allows the lock to be controlled from a remote location. This remote control ability makes the locking mechanisms ideal for hospitals and assisted living centers, so in the case of an emergency, all doors could be unlocked at once. The lock can also be fitted with a sensor, which if left unlocked, could trigger an alarm.

In order to fit in the door lock mechanism, a custom micro clutch was created. The clutch diameter had to be extremely small, so to achieve the torque requested, the body of the clutch was lengthened to hold the coil needed to generate the torque. The lead wire was also changed to exit from the back of the coil assembly. The clutch is controlled by a 24v supply and when engaged, the armature turns the output gear. When disengaged, the gear is free to turn.

The clutch rotor is mounted directly on the shaft of the electric motor. With the clutch engaged, the motor can turn clockwise or counterclockwise and drive the gear that is attached to the clutch armature to turn the locking mechanism. When there is no power going to the motor in the clutch, the mechanism can be controlled manually, so when someone goes into their room, they would simply close and lock the door themselves. In case of a power outage, the clutch disengages from the motor and the lock is controlled manually with a key or a thumb turn.



*Custom Ogura micro clutch*



*Integrated door lock mechanism with clutch and motor*

The Ogura clutch is also used as a torque limiter to protect the motor from excessive load. Sometimes, doors can become misaligned or not closed all the way and the lock could become stuck. Therefore, rather than causing the motor to go into an overload condition, the clutch friction surfaces would slip protecting the motor, at the same time triggering a sensor showing the door was not locked.

Besides this new door lock application, Ogura clutches and brakes have been used in various types of vehicle and personnel security gate opening and closing mechanisms.●



## Ogura in the News

### NEW AMC/AMB-E SERIES

*Somerset, NJ*

Ogura Industrial is pleased to announce a new addition to our product line. Although the AMC and AMB series are not new, they have gone through significant design improvements. Because of these improvements, the AMC/AMB-E series is finding new opportunities for machinery manufacturers in North America because of some of its unique features.



*Ogura AMC/AMB-E Series*

The new E series is available in four sizes, 2.5, 5, 10, and 20. These have been redesigned to have an approximate 25% increase in torque, a 5% reduction in power consumption, and an approximate 15% lighter weight while also being RoHs compliant and having a lower cost. These increases in performance and the lower cost have been achieved by optimizing the design of the coil, housing and rotor to achieve a more efficient flux path.●

### 21ST MECHANICAL TECHNOLOGY EXPO

*Tokyo, Japan*

Last quarter, at the Mechanical Element Technology Exposition, held at the Tokyo Big Sight, a wide variety of Ogura clutch and brake products were presented to visitors. These included oil mist separators and superchargers.



*Ogura booth at the expo*

The theme for the show was motion control innovation. To help represent this, Ogura created a robotic arm that utilized holding brakes, hysteresis brakes, and new grip sensors. The arm picked up and placed objects with exact precision and repeatability.●



*New robotic arm brake demonstration*

*Bangkok, Thailand*

### BANGKOK AUTO SHOW

Last quarter, Ogura exhibited in the Bangkok International Auto Salon 2017. The show was held over five days at the Impact Challenger Hall in Bangkok, Thailand. Ogura exhibited two main products at the show, the ORC racing clutches and the carbon fiber reinforced, Arugos clutches for sports cars. Car tuning flourishes in Thailand and ORC/ARUGOS products are becoming very popular.

New show posters and pamphlets were created to explain Ogura clutches in Thai. This makes it easier for visitors to understand the Ogura performance advantages and to introduce ourselves as a company with both a technological strength and a long clutch history, to visitors who knew only about Ogura racing clutches.●



*Booth visitor receives explanation on Ogura performance advantages*