

# OGURA



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Ogura and Kanematsu employees on second floor balcony

## OGURA INDUSTRIAL'S NEW HOME

Somerset, NJ

On July 1st and 2nd OIC moved to its new home on 100 Randolph Road. After an extensive 6 month search throughout central New Jersey, OIC ended up less than a mile from its previous location on 400 Cottontail Lane. After working over the 4th of July weekend, OIC opened for business on July 6th. Since the new location is close to the old location, the same phone and fax numbers

as well as the PO Box are being kept. This made for an almost seamless move for OIC's customers.

The new building has additional office space allowing for more efficient flow between customer service and engineering. The additional space will also make it easy to add new employees in the future.

The service and assembly areas were doubled in size and have enough space available to add additional equipment in the future. The layout of

the warehouse was also changed to allow faster and easier access to inventory by forklifts to improve inventory handling efficiencies.

In the next few months, two new loading docks will be added in the warehouse and a video conferencing system will be installed in the main conference room.

The new facility at Randolph Road should allow OIC to handle both current and future growth....at least for the next few years.



Warehouse and new racks being set up



Front entrance

## New Sales Representative with OIC

Louie recently joined Ogura as a Mobile Products Sales Representative for the upper mid-west. A brief work history and leisure time information follows:

**M**y name is Louie Bernabei, and I am the most recent addition to the Ogura family of Sales Reps.

In April of '04, I ended a very successful 20 years with Warner Electric in order to establish myself as a Manufacturer's Representative. So... on May 1st '04, Bernabei Sales was officially created as an LLC.

I graduated from the University of Wisconsin-Platteville with a BSIE in 1984. From there, I started work as an Industrial Engineer at Warner Electric in their Roscoe, Illinois plant. After four years of various manufacturing engineering duties, I became the Application Engineer for Mobile Products. This involved applying products in the agricultural markets, hydraulic pump and compressor markets, as well as turf and garden markets. Applications drove my involvement in new product development, which led to the awarding of a US patent in 1992. In 1994, I went into OEM sales in the Mobile Off Highway sales group of Warner, and was a market specialist for the past 10 years.

For relaxation, I retreat to my small farm in SW Wisconsin in Prairie du Chien, WI. Here, I watch the deer and turkeys roam, and tend to my newly established vineyard. After a bit of research, I decided to turn my "hobby" farm, into a legitimate business. So... in April of '04, I also established a vineyard called "Limery Vineyards LLC". Currently, the crop consists of one variety which can withstand the climate, called "Foch". I look forward to the first harvest in '06.

For now, I am concentrating on making Bernabei Sales a successful venture. I am confident that with the support of all the fine people I've met here at Ogura, my expectations for Bernabei Sales will soon be exceeded. I look forward to seeing and working with all of you.



Louie Bernabei

## Ogura Products on Display at Tokyo Show

Tokyo, Japan

**A**t the 15th annual Design & Automation Show, Ogura displayed a number of industrial products designed to improve machinery automation. Approximately 60,000 people attended the show over 3 days. There was a significant amount of interest in Ogura products, enough so that Ogura is planning on expanding their booth for next year's show.

One of the key products on display was the new multiple disk elevator brakes that have been developed. Key features of these brakes are quiet operation and high torque in a small size.



New high torque elevator brake



Ogura booth at the Design and Automation Show

### WHERE ARE THEY NOW?

## Sam Yoshida



For almost 10 years Sam Yoshida was one of the application engineers at Ogura Industrial in Somerset, NJ. In 1998, he returned to Japan and worked in the racing clutch division. Since his return, Sam has had the responsibility for sales and applications. This year he took on responsibility for the design engineering group and now oversees both sales and engineering.



## 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 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.

**"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".**

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-

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 consid-

ers 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".



Xerox Phaser 8400 solid ink printer



Xerox Phaser 8200 solid ink printer



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



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**O G U R A I N T H E N E W S**

**The Spider**



Spider Mower

**I**n August, *Machine Design* ran an article showing how the Ogura PTO clutch brake helped a remote control mower (The Spider) engage and disengage the cutting blade. In addition to the engage/disengage function, the Ogura PTO clutch brake also provides a braking force that helps to slow the blade to a stop. If you missed this article in **Machine Design**, a copy of this article can be found in the editorial section on the Ogura website.

**Another New Manufacturing Plant!**  
*Details in the next newsletter.*



Article in THE DAYTONA BEACH NEWS-JOURNAL

**Lawn Mower Racing**

**S**hane Shellnut and his Ogura Clutch Machine finished the Sta-Bil point series in 5th place for the 2004 season.

During the year, Shane's picture appeared in one of the races and was picked up by the Associated Press. The story was run in a number of newspapers throughout the southeast.

In all races Shane entered, he consistently finished in one of the top positions.

Shane Shellnut races with the BC (Bobby Cleveland) racing team. For the past 8 years, Bobby has finished 1st in the points division, however this year he finished 6th to overall points leader George Herrin.

The Race of Champions (which is the last points race in the Sta-Bil Points Series) was held on September 4th and will be shown on ESPN2 on Sunday, Sept. 26 at 12:00noon; Thursday, Sept. 30 at 4:00pm; Friday, October 15 at 4:00pm; and Thursday, October 21 at 1:00am. Tune in and watch for some surprises during the race.