

Anney, 17th October 2013

## 1<sup>st</sup> Nordic Countries Convention in Copenhagen on 16th October NTN-SNR on the offensive in the Scandinavian countries

On 16th October 2013 NTN-SNR held its first Nordic Countries Convention in Copenhagen (Denmark), bringing together its main distributors and prospects from the Scandinavian countries. On that occasion, several experts from NTN-SNR's headquarters in Anney presented the entire product range aimed at industry; in particular the new high-performance ULTAGE range dedicated to industry, as well as numerous services NTN-SNR offers customers to assist them in the running and maintenance of their facilities. NTN-SNR also presented its strategy for growth in this symbolic and highly competitive region.

### Forging a partnership for growth

The NTN-SNR convention organized on 16th October in Copenhagen (Denmark) brought together 17 of its main distributors in the Norwegian, Swedish, Danish and Finnish markets. The aim of this convention was to strengthen existing ties, forge new ones and establish a logic of partnerships between NTN-SNR and its distributors by sharing the broad thrust of NTN-SNR's growth strategy and thereby jointly map out the prospects on a market yet to be developed. The other aim of this convention was to reveal its entire product range for industry. During that day, the two sales representatives, one based in Denmark (Kim Jeppesen) and the other in Sweden (Bjorn Sundin), were accompanied by many product managers from the Anney headquarters, who presented in detail the various existing ranges and new products and innovations placed on the market by NTN-SNR. NTN-SNR currently sells bearings for general engineering on these highly competitive Nordic markets. That is why at this convention it emphasized its expertise in premium high-performance products for industry and the added value of the numerous services it offers with a view to cutting its customers' operating costs.

### Presenting the premium product ranges for industry

#### The SRB ULTAGE high-performance bearings range

The Industry department presented the new ULTAGE range of premium spherical roller bearings dedicated to high-performance applications in industry, particularly in mines and quarries or the steel industry, but also in the wood-processing or paper-making industries. ULTAGE bearings have features that meet the demands of high-performance applications: optimized internal design, in particular without a central shoulder or central guide ring for maximum load capacity, minimum overheating and smoother flow of lubricant; the superior quality of extremely pure steels for better fatigue strength; heat treatments for best wear resistance, impact resistance and greater durability. The ULTAGE launch positions the NTN-SNR product range as one of the most extensive ones for industry in Europe.

#### A renewed range of bearings

NTN-SNR also presented its extended range of redesigned SNC pillow block bearings with bearings in ductile cast for use in extreme conditions in industry, especially in terms of low temperatures and loads. The whole range, one of the

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most extensive on the market, offers superior design quality and reliability for all industrial applications, ranging from giant fans to mine conveyor equipment, including steel industry applications.

### Services tailored to the needs of industry

#### Lubrication central to the bearing's life span

The Experts&Tools department made the development of a new range of services a strategic priority, in line with the "Preferred Partner" policy NTN-SNR has adopted to its customers. At the heart of these services is the lubrication offer, which has been considerably expanded since the partnership formed this year with Italian company DROPSA, specialists in this field. NTN-SNR now offers a comprehensive range of lubrication solutions, from the single-point greaser - including the very recent Ready Booster which has been a great commercial success since its launch - to a comprehensive catalogue of greasing systems. Among other things, NTN-SNR and DROPSA offer a small innovative multipoint pump that can contain up to 35 greasing points at a pressure of 80 bars per point and very easy programming.

#### Training and field services

NTN-SNR Experts&Tools offers practical and theoretical training courses, technical assistance in the field, demonstrations of maintenance tools, refurbishment of machine tool bearings and spindles, rapid bearing diagnostics, maintenance tools rentals, organizational audits of industrial maintenance or even shaft alignment services. NTN -SNR Experts&Tools intervenes according to customers' requirements, adapting its provision of services. With a book of specifications dedicated to each customer, it proposes a targeted, customized and ideally suited offer.

#### Maintenance products and tools for bearings

NTN-SNR Experts&Tools also offers a wide range of tools designed for the maintenance of bearings: self-centring pullers, practical hydraulic nuts, induction heaters, digital thermometers, etc. To discover the comprehensive range of tools, NTN-SNR has a dedicated section on Experts&Tools on its web site at [www.ntn-snr.com/services](http://www.ntn-snr.com/services)

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*NTN-SNR ROULEMENTS is part of NTN Corporation, the 3<sup>d</sup> largest manufacturer of bearings in the world. Specialized in the manufacture of automotive, industrial and aviation bearings, NTN-SNR ROULEMENTS also develops maintenance services and solutions in its Experts&Tools department and thus proposes a comprehensive offering. NTN-SNR ROULEMENTS employs 4113 people and has 9 production sites in Europe and Brazil and 23 sales offices worldwide.*

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