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NTN-SNR unveils its plans at the Hanover Trade Fair

NTN-SNR has decided to go all out at the Hannover Messe, the world's biggest trade fair which takes place on April 4 - 8, 2011. The fair provides the ideal occasion for a detailed presentation of our new organisation for a pro-active development strategy, and the new services and tools we can offer our clients. NTN-SNR is present in the industry, automotive and aerospace sectors. It is part of the third largest bearings manufacturer in the world and considers itself the European answer to bearings.

A strategy built on customer service

Three years after the merger between NTN and SNR, the new NTN-SNR structure is now fully up and running and working towards the company's development strategy. *«Thanks to the complementary synergies created by this merger, we are now able to talk to our clients with one voice and offer them global solutions from bearings to maintenance, to expertise and training. Through our development strategies, it is very much our insistence on quality, the fact that we are local and the trust we are able to maintain with our clients that makes the difference»*, says Didier S p lchre de Cond , Managing Director of NTN-SNR ROULEMENTS.

Clearly identified lines of development

The company has several clear development strategies. They include international expansion, innovation, sustainable development, investment and logistics.

NTN-SNR's efforts to support its international clients are evident in its expansion both in the Latin American market where it already has a production unit and also in Eastern Europe and in Russia and the Middle East. Its 23 commercial branches throughout these locations are an essential advantage in achieving this goal.

The driving motor in conquering these markets is innovation. With a European centre based in Annecy employing 400 members of staff and 5% of turnover dedicated to R&D, NTN-SNR is at the forefront of the smart bearings of the future and mechatronics, of eco-bearings and the green market. NTN-SNR is also active in the fast-developing wind and solar energy sectors. At the same time it is investing heavily in its production units in Europe and Brazil. They supply all industrial sectors, many of which are enjoying a strong recovery - from public works to the automobile sector, via railways and even bearings with a 4-metre diameter for windmills. At NTN-SNR ROULEMENTS, the priority is to serve the interests of the client. Any product in stock should be delivered quickly. Logistics at NTN-SNR are organised so as to make sure clients are kept satisfied, not waiting.

Synergy for greater efficiency

To ensure the success of this strategy, NTN-SNR has brought all the products of the two brands together under one client reference and under one operational structure. This now groups the five business units corresponding to the different markets:

- Original automobile parts and equipment,
- Automobile aftermarket,
- Original industrial parts,
- Industrial distribution,
- Aerospace original parts, maintenance, repairs and renovation.

NTN-SNR has also used team building to create a structure that optimises organisation and skills and ensures clients enjoy the best possible service.

A market leader with global solutions

NTN-SNR's position as a market leader is bolstered by its capacity to offer global solutions from production to maintenance.

Through NTN-SNR Experts & Tools, we use training and tools to offer our customers' staff every possible maintenance solution. The aim of this team of experts is to ensure equipment lasts as long as possible and so reduce maintenance costs. The global lubrication solution, LUB'SOLUTIONS, a strategic process for bearings presented at Hanover, is an example of this. Few manufacturers are capable of rolling out such a service.



NTN-SNR ROULEMENTS is the result of the merger between NTN and SNR ROULEMENTS in April 2008. Today the company is part of the third largest bearings group in the world, NTN Corporation. NTN-SNR specialises in automotive, industrial and aerospace bearings. It is also developing maintenance services and solutions. NTN-SNR ROULEMENTS employs 4,800 people and has 11 production sites in Europe and Brazil, and 23 commercial branches around the globe.

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