

BECAUSE EFFICIENCY IS EVERYTHING
IMPROVEMENT PAYS

DISTRIBUTOR



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NSK

Meet your partner for improvement



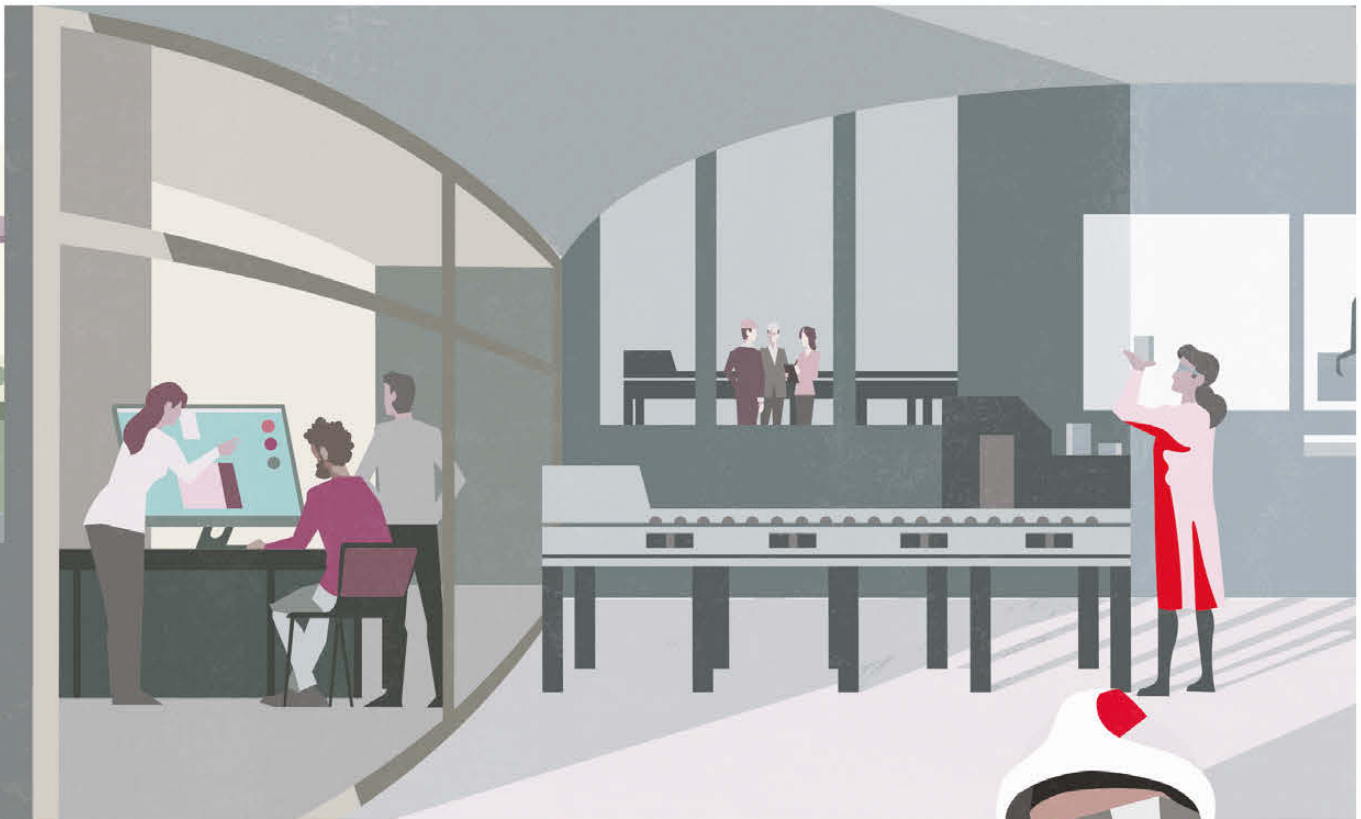
Taking you to the next level – our commitment to distributors

As one of the world's leading manufacturers of rolling bearings, linear technology components and steering systems, NSK is found on every continent – with production facilities, sales offices and technology centres – because our customers appreciate short decision-making channels, prompt deliveries and local service.

We rely on our distributors to represent and promote our brand, drive sales growth and build our reputation – so we genuinely value your hard work, commitment and support. We also understand the challenges you're facing, including intense competition and the rise of e-commerce, both of which are putting pressure on your margins and sales growth. In this

rapidly changing world, you need to respond: to find new markets and business models, better ways of working and stronger differentiation in your markets...

We are currently making a big investment to support you on this journey.



Our focus as a business is on improvement

This means continually improving our product and service offer, as well as the reliability and performance of end users' rotating equipment.

It also means improving the way we support you, with more services, better marketing tools and more reliable product availability. We depend on each other, and by helping you improve customer relationships and sales, we can grow profitably together.

This is our commitment to you, and to help us deliver it we're relaunching our AIP Added Value Programme. Over recent months, we've invested significant resources into taking this to the next level – and we're confident that, by working together, we can succeed together and take our businesses to the next level also.



The AIP Value Cycle

Proving that improvement pays

Win-win for everyone

We've relaunched our AIP Added Value Programme under the key message 'improvement pays'. For end users, it improves machine reliability and productivity. And for our distributors, it unlocks new opportunities to improve sales growth and at the same time, enhances the skill sets of their team. It's a win-win situation for everyone.

Improvement pays.

A powerful sales tool to open doors and opportunities

AIP is an important element of NSK's offer, and many distributors already know how valuable it is for building relationships and generating extra sales. That's good – but we're confident it has even more potential to drive aftermarket share and grow our businesses significantly. That's why we've invested in relaunching it into the global market.

Quite simply, AIP is a powerful and practical sales toolkit that opens opportunities to sell NSK's engineering and service solutions. It highlights the gains and efficiencies your customers will achieve, the productivity improvements they'll enjoy, and how much they will save in terms of hard cash. Through using AIP, we help you improve your customers' equipment and productivity, helping them save time and money and maintain a

competitive edge. Instead of selling on price, you're selling on value – an important differentiation!

Our strategy is to generate demand for AIP, leading to increased NSK brand specification – not just for our products, but also for our solutions and services. You are vital to this process, and we will work with you at every stage, supporting your business, sharing your responsibilities and making it easier to open doors and close sales.

The AIP programme comprises five clear steps which are called the Value Cycle:



Step 1 - Evaluation:

We make site visits to gather data and understand the customers' challenges.

Step 2 - Recommendation:

We use our learning, knowledge and experience to create a solution, including anticipated savings for the customer.

Step 3 - Implementation:

We can assist, if required, with the installation, and testing of our recommended solution and, if appropriate, we can also refine it for improved operation.

Step 4 - Validation:

We monitor performance to ensure the anticipated results are being delivered.

Step 5 - Extension:

We collate data, share learning and look to expand the service to new applications.

AIP SERVICES

Surveys

- › Stores survey
- › Workshop survey
- › Process map
- › Bearing cross-referencing

Selection

- › Application reviews
- › Machine design support
- › OEM part conversion
- › Diagnostics

Training

- › Product training
- › Application of NSK bearings
- › AIP training
- › Industry-specific training

Inspection

- › Bearing condition analysis
- › Failed bearing analysis
- › Lubrication analysis
- › Material and dimensional analysis

One of the key features of AIP is that it involves much closer working relationships between you, your customer, and NSK. Working together, we can share ideas, responsibilities and insights that can dramatically improve customer satisfaction and trust, as well as your profitability.

HOW AIP DRIVES IMPROVEMENT FOR YOU



Improvement pays for **DISTRIBUTORS**



AIP is a powerful improvement tool, and we're investing significant resources into getting this exactly right for our distributors. As well as optimising stock profiles and availability to support you, we're introducing value added services including condition monitoring to enhance your offer to customers. We're also committed to providing more sales and marketing support, and to openly sharing ideas and business leads to improve the way we work together. This will lead to significant improvements in your operations.

+ **Deeper understanding**

AIP promotes understanding which increases trust and helps build better and more sustainable relationships between all the stakeholders.

+ **More insightful conversations**

AIP is a structured process which provides a detailed insight of your customers' challenges, opening up opportunities to introduce and sell other services.



Enhanced knowledge and skills development

- + We provide in-depth training in product knowledge, skills, value selling and technical services to upskill your teams and develop future talent.

Increased profitability

- + AIP delivers tangible cost benefit to your customers, and tangible sales to your business, helping you grow your margins and your long-term profitability.

Stronger partnerships and long-term security

- + We pledge to stand by you, support you and improve both your business and ours, as part of a solid, secure and stable long-term relationship.

A 'future-proofed' business model

- + By helping you transition your sales model from price to value, we provide a powerful platform for long-term success – for you, and for NSK.

AIP success story

The challenge – water recirculation pumps

A large energy producer faced frequent failures on their water recirculation centrifugal pumps.

Evaluation

Working with a local distributor, we performed an investigation which revealed that failure was caused by the lubrication of the pump bearings.



Implementation

We undertook a 6-month trial on three pumps. Within this time, there were zero failures, so we proceeded to full implementation.

Validation

After changing to the NSK solution, there were no failures within the first 12 months, resulting in cost reduced purchasing and maintenance costs.

	Previous Solution	New NSK Solution
Bearing cost	€1,550	€480
Oil	€1,700	€0
Maintenance	€7,200	€0
Downtime	€19,000	€0
Total	€29,450	€480

Recommendation

We suggested NSK DDU Sealed Deep Groove Ball Bearings and a high temperature grease.



Extension

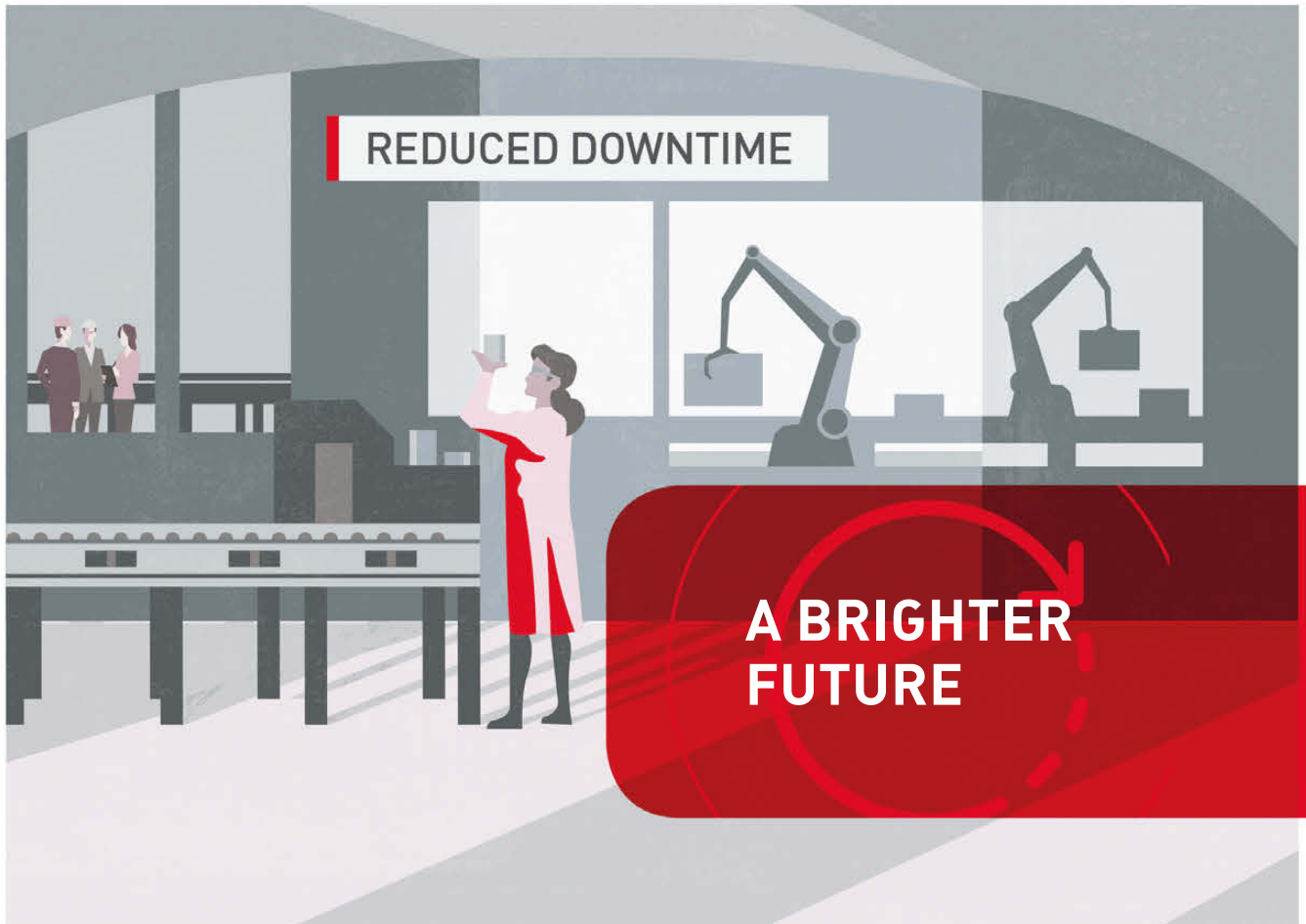
Satisfied with the results, the customer asked us to evaluate other parts of their plant with a view to driving benefits across their operations.

Key features of the NSK solution

- › Ultra Clean Steel to extend bearing life by up to 80%
- › Super Finished Raceways improve lubricant distribution and life
- › Patented Seals provide resistance to contamination
- › Pressed Steel Cage ensures the even distribution of lubricant



A continuous journey of improvement



A continuous journey of improvement

As a business, we're working to get better in everything we do, every day and everywhere. Our commitment to improvement is comprehensive, collaborative, and continuous.

Comprehensive

Improvement underpins everything we do – from our AIP programme, product and materials development to the way we support our distributors.

Collaborative

We work together with our distributors and their customers to gain deeper insights into the end user's challenges and objectives. Teamwork and partnership is a key part of our philosophy.

Continuous

Improvement is a journey without an end destination. It never stops. And we never stop looking for better ways of supporting you.



Our focus is on improvement. It's a core philosophy and it's written into our vision and values. It ensures that together, we're all stronger and fitter to face tomorrow's challenges.

AIP captures our philosophy and defines our whole approach to improvement. It's also a visible expression of our commitment to working with distributors in a secure and mutually beneficial partnership. It helps you build relationships and sales and grow your business. It will also help improve your brand and reputation in a challenging and competitive market. AIP will help us create a brighter future – and that's what makes it so important to us all. With AIP, we will be on a continuous journey towards sustainable improvement. Get behind it and help us drive benefits for everyone. **Improvement pays.**



Refine, adapt, enhance

We work continually to identify opportunities for improvement in our products, services and support. This on-going process ensures you always have access to the very best solutions.



A long-term commitment to you

We work with you to understand your key performance indicators, objectives and drivers – and then we align our activities to help you meet them and continuously improve.



What happens next?

Get involved. Give us your feedback. Talk to your colleagues. Talk to your customers. And talk to us to find out more. Become a champion for improvement and build a brighter future.



NSK Sales Offices – Europe, Middle East and Africa

UK

NSK UK Ltd.
Northern Road, Newark
Nottinghamshire NG24 2JF
Tel. +44 (0) 1636 605123
Fax +44 (0) 1636 643276
info-uk@nsk.com

France & Benelux

NSK France S.A.S.
Quartier de l'Europe
2, rue Georges Guynemer
78283 Guyancourt Cedex
Tel. +33 (0) 1 30573939
Fax +33 (0) 1 30570001
info-fr@nsk.com

Germany, Austria, Switzerland, Nordic

NSK Deutschland GmbH
Harkortstraße 15
40880 Ratingen
Tel. +49 (0) 2102 4810
Fax +49 (0) 2102 4812290
info-de@nsk.com

Italy

NSK Italia S.p.A.
Via Garibaldi, 215
20024 Garbagnate
Milanese (MI)
Tel. +39 02 995 191
Fax +39 02 990 25 778
info-it@nsk.com

Middle East

NSK Bearings Gulf Trading Co.
JAFZA View 19, Floor 24 Office 2/3
Jebel Ali Downtown,
PO Box 262163
Dubai, UAE
Tel. +971 (0) 4 804 8205
Fax +971 (0) 4 884 7227
info-me@nsk.com

Poland & CEE

NSK Polska Sp. z o.o.
Warsaw Branch
Ul. Migdałowa 4/73
02-796 Warszawa
Tel. +48 22 645 15 25
Fax +48 22 645 15 29
info-pl@nsk.com

Russia

NSK Polska Sp. z o.o.
Russian Branch
Office I 703, Bldg 29,
18th Line of Vasilievskiy Ostrov,
Saint-Petersburg, 199178
Tel. +7 812 3325071
Fax +7 812 3325072
info-ru@nsk.com

South Africa

NSK South Africa (Pty) Ltd.
25 Galaxy Avenue
Linbro Business Park
Sandton 2146
Tel. +27 (011) 458 3600
Fax +27 (011) 458 3608
nsk-sa@nsk.com

Spain

NSK Spain, S.A.
C/ Tarragona, 161 Cuerpo Bajo
2ª Planta, 08014 Barcelona
Tel. +34 93 2892763
Fax +34 93 4335776
info-es@nsk.com

Turkey

NSK Rulmanları Orta Doğu Tic. Ltd. Şti.
Cevizli Mah. D-100 Güney Yan Yol
Kuriş Kule İş Merkezi No:2 Kat:4
Kartal - İstanbul
Tel. +90 216 5000 675
Fax +90 216 5000 676
turkey@nsk.com

Please also visit our website: www.nskeurope.com

Global NSK: www.nsk.com

