

Baldor Company Profile

Baldor Electric Company designs, manufactures, and markets a broad line of energy-efficient electric motors, adjustable-speed drives, linear motors, motion control products and generators. We have more than 6,500 different stock products available for immediate delivery. Our custom products are available in two weeks or less – the shortest lead times in the industry. Baldor products are manufactured at 14 locations – 13 in the U.S.A. and one in England.

We support our worldwide sales offices and warehouses from our home office in Fort Smith, Arkansas. Baldor products are available 24 hours a day, every day of the year. We have 41 sales offices/warehouses throughout North America and 15 Baldor international affiliates in Europe, Latin America, the Pacific Rim, and Australia. Products are sold in more than 60 countries to distributors and original equipment manufacturers.

Baldor leads the industry in delivering information to our customers through our award-winning CD-ROM and web site, as well as numerous printed catalogs. We also offer 18 different training classes for distributors and customers to help them learn our products and competitive advantages. Over 10,000 students have benefitted from this training.



We also have an ongoing commitment to employee education. Baldor employs nearly 3,500 employees worldwide and believes that well-trained employees make a better product. We also believe that better products translate into better value for our customers and shareholders. We have been

selected by Training Magazine as one of the top 100 training companies in America.

Many years ago, Baldor carefully defined "Value" in terms meaningful to our customers. Value is defined in terms of Quality and Service (both as perceived by the customer) in relation to Cost and Time. The result is a value "formula" which guides our thinking and directs our work every day.

$$V_p = \frac{Q_p \times S_p}{C \times T}$$

For more information about Baldor, contact us at 1-800-828-4920 or visit our web site at www.baldor.com.

BALDOR
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