SOLUTIONS
A Publication Featuring Baldor Electric Company Products | Number 2

Never Be Left in the Dark

Distributing the Goods
Automation Partners with Baldor to Deliver Value

Rock Solid Solutions
Baldor’s System-1 Helps Crisp Industries Convey Success
People.

It takes great people to build a great company. Baldor, Dodge and Reliance are fortunate to have so many great people who have earned a reputation of being the best in the industry in product marketing, design and manufacturing.

Now we have brought these three great companies together. Combined, our company is over 8,000 employees strong, committed to a common goal of “producing the highest quality products for our valued customers.”

Our experienced people in manufacturing facilities and sales offices around the world will carry forward a combined 300-year heritage, writing the next chapter in the book of manufacturing excellence, product innovation and customer service.

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Bringing the Best Together
CONTENTS  |  NUMBER 2

2  Briefings

4  A New Black-Start System
Featuring Baldor Generators, Means the City of Coffeyville Will Never Be Left in the Dark

10  Distributing the Goods
Automotion Partners with Baldor to Deliver Value

16  Rock Solid Solutions
Baldor’s System-1 Helps Crisp Industries Convey Success

22  Feed Plant OEM Searches for Top Quality Supplier
Finds It in Dodge de Mexico

28  New 501 Baldor·Reliance Catalog
Now Available

Baldor’s mission is to be the best (as determined by our customers) marketers, designers and manufacturers of industrial electric motors, power transmission products, drives and generators.

Solutions Magazine is published by the Marketing Communications Department of Baldor Electric Company. www.baldor.com
Better performance and reliability are the inspirations behind Baldor’s new and improved Washdown motors and drives. Baldor’s All-Stainless Washdown, Paint-Free Washdown and Standard Washdown Duty motors are well suited for applications requiring high-pressure cleaning with caustic solution. These choices allow customers to select the right product for the amount of protection required.

Baldor’s new SSE™ Washdown Duty All-Stainless motors are designed to perform longer than any other industrial electric motor available today. This motor, with its unmatched quality and superior reliability, is built to withstand the most corrosive and caustic applications. The Super-E® premium efficiency design of the SSE meets or exceeds NEMA Premium® efficiency levels, providing energy savings, lower temperature rise and increased motor life.

Baldor-Reliance Paint-Free Washdown Duty motors are designed for applications where use of caustic cleaning solutions and regular high-pressure washdowns may compromise the surface of a painted motor. Features include special processed cast endplates; stainless steel motor frame, base, shaft and hardware; encapsulated windings; and a labyrinth seal on the drive end shaft extension to protect motor bearings.

The autophoretic primer and epoxy paint system on Baldor-Reliance Washdown Duty motors makes the finish coat five times more resistant to corrosion and chipping. These motors pass 500 hours in a salt spray booth per ASTM B117. FDA approved epoxy powder coating is electrostatically applied, inside and outside, for thorough corrosion prevention and long lasting finish. This motor is also available in Baldor’s Super-E premium efficient design that delivers both reliability and energy cost savings.

Baldor’s VS1SP Washdown InverterDrive® uses a traditional inverter V/Hz control technology. Its easy setup, quick startup, and right-out-of-the-box operation make it among the most popular variable speed motor controls available. This drive is ideal for applications where multiple motors are operated simultaneously from one motor control.

The VS1GV Washdown VectorDrive® is a high-performance vector drive that offers three modes of operation: closed-loop, encoderless, or the traditional V/Hz – to control motor speed and torque with precision and the responsiveness needed to accomplish the most demanding applications.

Baldor offers the widest variety of Washdown Duty motors and drives available from stock. Motors may be selected with the required voltage, horsepower, speed and mounting for the application. Plus, Baldor also offers your choice of Baldor-Reliance permanent magnet DC motors, SmartMotor® and servo motors with Washdown Duty construction. No other company offers more Washdown Duty products than Baldor.
Briefings

Number 2 | Solutions Magazine | 3

EXTRA TOUGH DODGE® REDUCER NOW AVAILABLE

Baldor’s Dodge MAGNAGEAR XTR™ is an extra tough reducer that has been engineered to offer maximum reliability and superior performance in tough, high torque applications.

Designed as a global product, the MAGNAGEAR XTR is available with parallel shaft or right angle configurations and will initially offer torque capacities up to 920,000 lb-in. The modular design of the product allows for multiple mounting configurations and can be used with a variety of soft start mechanisms, making it ideal for a variety of conveying applications.

Designed to meet or exceed AGMA and international standards, this heavy duty, cast iron product features gearing that is carburized, hardened, and precision ground. Tandem HBNR lip seals are standard for extra protection, all bearings exceed AGMA standards for L10 life, and all components are power matched for optimum performance at a lower installed cost.

In sizes over 390,000 lb-in, the MAGNAGEAR XTR features the proven Dodge planetary design, providing a compact, durable, light weight and economic solution for high torque applications.

A complete line of engineered accessories are available including, internal lift-off style backstops, cooling systems, rigid couplings, torque arms, swing base mounts, tunnel housings, and baseplates.

NEW DODGE® HYDRAULICALLY-ASSISTED BEARING OFFERS USERS EASY INSTALLATION AND REMOVAL

Ideally suited for large bulk handling conveyors, Baldor’s new Dodge hydraulically-assisted ISAF bearing is easy to install and remove, features two superior sealing systems, and has housings and inner units made of ductile iron for added strength.

The Dodge hydraulically-assisted ISAF (8” and larger shaft sizes) utilizes a built-in hydraulically-assisted, adapter-mounted installation and removal system. To install, simply slip the bearing on the shaft and apply hydraulic pressure to position the bearing on the adapter sleeve. Instead of the time consuming process of mechanically rotating a lock nut, the hydraulic system quickly and easily pushes the bearing into position.

Once installed, the full shaft contact offered by this unique mounting system reduces or eliminates fretting corrosion. To remove, simply apply pressure to the dismount piston to push the bearing off the adapter sleeve. No feeler gauges or specials tools are needed for installation or removal.

Factory assembled, sealed and lubricated, the Dodge hydraulically-assisted ISAF features dual sealing systems to ensure longer bearing life by reducing contaminants. A triple lip inner-bore seal, in combination with re-greasable LOR aluminum outer seal with an O-ring, ensure that contaminants can’t penetrate the bearing cavity, making it the ideal bearing for dirty and dusty harsh environments.

An ideal replacement for SAF pillow blocks, Baldor’s Dodge large bore ISAF is available in sizes ranging from 8 to 15 inches.
A New Black-Start System, Featuring Baldor Generators, Means the City of Coffeyville Will Never Be Left In The Dark

In investing 2 million dollars on a system you hope you never have to use may seem odd, but it made perfect sense to the city of Coffeyville, Kansas. The city wanted to ensure that their community would never be left in the dark, no matter what Mother Nature threw at them. That’s why they built a “black-start” generation facility, featuring two Baldor 2,000 kW generators that would start their main power plant in the event of the loss of electric power from the transmission grid.
The Coffeyville Power Plant, a gas fired facility, began serving the community in 1901. But as natural gas prices began to rise in the early 80's, older plants like this were no longer an economical way to generate power. Instead, the city began to purchase power from the Grand River Dam Authority (GRDA), through a national transmission grid that supplies power to municipalities throughout the Midwest.

Over the past several years, the Coffeyville plant was only powered up during peak usage periods, generally in the hot summer months. However, since the plant actually needs electricity to start up, city officials wanted to make sure they could run the plant, even if the grid went off line.

Bernard Cevera, the director of electric utilities for the city, says that's when the city decided to have the black-start facility built. “We wanted this system as our insurance policy,” says Cevera. “A black-start unit provides a reliable power supply, allowing us to serve our citizens and prevent the critical public health and safety issues that develop when a community loses electricity.”

With the goal of making their plant reliable 24/7, the city awarded the contract to build the black-start facility to Emergency Power Systems, based in Tulsa, Oklahoma. EPS has been in

Above: Coffeyville’s “black-start” generation facility features two 2,000kW Baldor diesel generators that will be able to start the city’s main power plant in an emergency.
business since 1991 and specializes in custom designs and turn-key installations of power generation facilities.

Ron Haynes, an owner of EPS, says that when his company was awarded the contract there was no question about which brand of generators would be installed. “We had too much at stake to not use Baldor generators in this facility,” says Haynes. “We have sold Baldor generators for many years and we know the quality of the product. We have had a history of success with Baldor and we were comfortable with our choice.”

“We have sold Baldor generators for many years and we know the quality of the product.”

Ron Haynes, Emergency Power Systems
EPS packaged two 2,000kW Baldor diesel generators with a 15 kV custom paralleling switchgear system, complete with touch screen control. The 16 cylinder engines on the generators are fueled by a 25,000 gallon external main tank. The project was completed in 12 months, from the design phase all the way to final commissioning.

While EPS had the systems knowledge plus the experience handling turn-key projects like this one, Haynes is quick to share credit for the success of the project with Baldor generator engineers. “The direct and easy access to Baldor engineers was critical for this project,” says Haynes. “This was a big project for us and it was important for us to interface with the Baldor team. We never wasted time waiting for answers because Baldor was very responsive to our needs, enabling us to stay on track and finish the project on time.”

Working with a manufacturer that is willing to customize their product based on customer needs was another reason for the success of the project according to Haynes. Since the generators are tied into the sub-station, Haynes requested some modifications be made to the units, including a request for medium voltage alternator that could be packaged with the custom switchgear.

“What ever I needed,” says Haynes, “Baldor was willing to do it because they are not a cookie cutter manufacturer. I have worked with other manufacturers that are reluctant to make changes or offer any customization. But when I ask Baldor for something different, they tell me they can do it.”

With the project complete, the Coffeyville plant will be operated in a new mode called “ready state”, meaning that
"It's clear that adding the black-start generators makes our plant the most valuable asset the city owns."

Bernard Cevera, director of electric utilities, Coffeyville, Kansas

they will be able to be up and running within 24 hours notice from GRDA. By having the flexibility to start the plant at any time, under any conditions, the city is helping the GRDA meet its regulatory obligation for reserve power. It’s a service the GRDA is willing to pay for. “Building the black-start plant means that our town will be ready for any disaster, but it also means the town has a new revenue source,” explains Cevera. “By guaranteeing that we are in a “ready state”, the city now receives $220,000 per month in a capacity payment from the GRDA.”

Cevera says they haven’t yet calculated the other benefits they may gain with load shedding and peak shaving strategies. “The flexibility to produce power will offer us additional benefits that we have not quantified,” says Cevera. “But it’s clear that adding the black-start generators makes our plant the most valuable asset the city owns.”

In the months since the black-start unit was commissioned, the city has not had to start the facility for any emergency needs – and Cevera says that’s just the way he wants to keep it. However, the system is tested every three weeks to make sure that everything is working properly. “We validate the system on a regular schedule by actually exporting kW to the grid,” says Cevera. “We have not once been disappointed by the system – in fact we are very pleased. The black-start works as well as it looks.”

Below: The 16 cylinder engines on the two Baldor generators are fueled by a 25,000 gallon external main tank.
Let's face it. We are a nation of shoppers. And we are lucky, because we can visit our favorite store and find thousands of products on the shelves. And while we probably don’t give it much thought, the quantity and variety of items available is made possible because of distribution warehouses across the country.

It’s what happens inside these distribution facilities that is the focus of companies like Automotion. Company president, Merle Davis, says it’s the conveyor systems his company builds that play a key role in keeping consumers happy. Because it’s these conveyors that make it possible for companies to bring in large
Established in 1967, Automotion has earned a reputation as an innovative conveyor manufacturer and provider of integrated package handling systems. Davis says their goal is to increase the efficiency of large warehouses and distribution centers by providing cost effective, user-friendly, low maintenance conveyor systems.

“Our focus is to provide solutions to improve the productivity and the bottom line of our customers who are trying to get product to their stores and ultimately to their customers,” says Davis. “We want to help them decrease costs, and increase through-put, all in an effort to help them be more competitive and profitable.”

It All Starts with Engineering

Because each system is custom designed, Davis says all their work starts with engineering. By listening to needs and goals of the customer, Automotion engineers take those ideas and deliver a unique solution that will meet specific requirements.

Ninety-five percent of the sheet metal parts used on the conveyors are manufactured by Automotion in a lean, made-to-order process. They even make all their own rollers, more than a million per year. Davis says it’s like building and then working with a giant erector set.

“Unlike some machines that are built and installed as one piece, these conveyor systems are designed so that modular components can be delivered to the customer site where they are put together,” says Davis. “We take all these pieces and build something unique for that customer, a system that can be
configured to perform any transporting, merging, or diverting operation – efficiently moving goods throughout their distribution warehouse.”

Choosing a Trusted Partner

Davis believes Automotion is successful because of the company’s ability to consistently provide customers top quality, good value, and good service. When looking at key suppliers, he says he chooses companies that provide those same things. That’s why Automotion has chosen to partner with Baldor.

“Baldor’s value proposition is to strive to be the best as determined by customers,” explains Davis. “We know it’s not just a slogan, it really is something that the company lives by. And we appreciate the value of Baldor’s product, delivery and service.”

For the past 40 years Automotion has installed Baldor motors on the majority of their equipment. This long standing motor partnership made it easy for Automotion to switch to Baldor’s 900 series LF style worm gear speed reducers after facing quality issues with a competitor’s gear box.

“When we couldn’t get quality issues resolved, we began to look for another vendor,” explains Davis. “At that same time, Baldor was launching their new gear product line, which made it an easy choice for us. Based on our relationship, we knew that adding Baldor reducers would be a great fit.”

As a trusted partner, Automotion depends on Baldor’s ability to respond quickly to meet the demanding deadlines they often face from their customers. “Sometimes we have little or no time to get everything together for a project, but we can count on

Below: Baldor motors with 900 Series LF style worm gear speed reducers are installed on the majority of Automotion’s conveyor equipment.
Because of Automotion’s commitment to quality, the company offers extended warranties. Automotion can make this offer because they have confidence in their equipment, including the Baldor motors and gear boxes.
Baldor to get us the products," says Davis. "You only have to be short one component to make the project late. But Baldor has been outstanding in providing on-time delivery, and they never have been the issue in delaying a project."

Quality is the Key to Success

While meeting demanding deadlines is one reason for Automotion’s success, John Hejmanowski, distributor sales vice president, says providing quality is even more important. Because of Automotion’s commitment to quality, he says the company is able to offer extended warranties, differentiating their company in a competitive market.

“We can make this offer because we have full confidence in our equipment, including the Baldor products,” says Hejmanowski. “Offering customers this additional value is a big advantage for us. If we didn’t believe in the Baldor products, we wouldn’t be able to make the offer.”

Automotion has built conveyor systems for some of the best known companies in the U.S., including Home Depot, Williams-Sonoma, Amazon.com, Levi Strauss, Crate & Barrel, Staples, and Sports Authority. And while Hejmanowski’s proud of their list of customers, he says he’s more proud that many of their customers come back, time and time again, when they want to expand or build new operations.

“We strive to serve our customers the way Baldor serves us.”

John Hejmanowski, distributor sales vice president, Automotion

Below: Baldor motors and worm gear reducers can be found on a variety of Automotion’s sortation equipment. Depending on customer requirements, this equipment is capable of sorting from five to 250 cartons per minute.
Baldor’s System-1 Helps Crisp Industries Convey Success

For the past 31 years John Crisp, the president and owner of Crisp Industries, has focused his company 100% on the aggregate industry and the needs of the people who run quarries.
From the company’s humble beginnings with one welding truck, Crisp Industries has grown into a one-stop shop for the aggregate industry, offering complete material handling systems including conveyors, plants, bins, feed hoppers, and steel fabrication. Crisp also specializes in large turn-key projects, managing the design and construction of new aggregate facilities.

Based in Bridgeport, Texas, Crisp Industries has designed, fabricated, and erected a multitude of aggregate plants across the country. Crisp believes his company has been successful because of his longstanding philosophy of offering top quality. “We are not in the business to build the cheapest plant,” says Crisp. “I know I could find ways to lower the price, like installing less expensive - lower quality products, but then what do you have at the end of the day. So I might be a little higher, but the plant I build will still be running in 30 years.”

Crisp describes his customers as partners, making it clear that he’s not interested

“I want products that will perform and last long after the warranty period is over, and that’s the honest reason why I choose Baldor®Reliance and Dodge products.”

John Crisp, president and owner, Crisp Industries
in just making a one time sale and then walking away. “And that’s why I choose to use what I call “Cadillac” products,” explains Crisp. “I want products that will perform and last long after the warranty period is over, and that’s the honest reason why I choose Baldor-Reliance and Dodge products. Based on my experience I know that these products are the most durable and reliable.”

When it came time for Crisp Industries to design and build a new plant for Capitol Aggregates, there was no question which mechanical and motor products would be used. Throughout the more than three-miles of conveyance in the Marble Falls, Texas, facility you’ll find Dodge® TAF and Type E bearings, Dodge take-up frames, Dodge pulleys, Dodge TORQUE-ARM® reducers, Dodge belts, and Baldor Reliance motors.

As much as John Crisp is sold on selecting Baldor products, he’s an even bigger believer is using the services provided by Baldor’s System-1 team.

Crisp views the System-1 team as an extension of his company, working alongside Crisp Industries employees to get a project done right. “To me this is the biggest selling point for System-1, a dedicated team working to make sure that we get the right products packaged the right way, delivered to us at the job site when we need them,” says Crisp. “All the crew in the field has to do is take one pre-assembled system off a pallet, bolt it on the conveyor and it’s done. It’s a huge time savings for us.”

Mike Parsons, Crisp Industries project estimator/hardware specialist, says System-1 also saves them time on the front end of the project. “Because the System-1 team has a depth of knowledge on motor and mechanical products used on conveyor systems, they save us a lot of engineering time,” says Parsons. “I don’t have to go through and choose every product and match horsepower because they know how to do the job and give us what we need. This help frees me up to work on other aspects of a project.”

System-1 offers pre-engineered packaged solutions that help simplify the design, quotation and order processing of multiple mechanical and electrical products, while ensuring that all the components are properly matched.
And Parsons says while other companies may offer packages, they are not as complete as those offered by Baldor. “Other companies try to package equipment, but it ends up coming in several boxes and we still have to put most of it together,” explains Parsons. “Others just don’t offer the same level of service, plus, other companies can’t compete with the quality of Baldor®-Reliance and Dodge products.”

Parsons says his close working relationship with the System-1 team was a critical part of recovering and getting back on schedule after the Marble Falls Quarry was flooded prior to completion. Nearly 21 inches of rain fell, and when a berm broke, water filled the quarry floor covering dozens of products.

“I sent a list of all the equipment that needed to be replaced to System-1 and they began to immediately locate all of the products we needed,” said Parsons. “It was a real team effort and we quickly got everything delivered to the job site so we could still meet the project deadlines. Because we worked together, we got the job done.”

According to Crisp, the willingness of the System-1 team to work so closely with his company to keep the project on track after the flood is just one more example of why he chooses to work with Baldor. He describes the completed project as a tremendous success – a success that is shared by both companies.

“The Marble Falls project has been a great project for all of us,” says Crisp. “I’ve been in the business more than 30 years and I think I’m a pretty good judge of operations, and I feel that this is a very nice plant. But more importantly, Capitol Aggregates tells us that they are very pleased and proud of this facility.”

Left: Crisp Industries selected the Dodge Mine Duty Extra pulley and Dodge TAF bearing for this primary conveyor at Capitol Aggregates new Marble Falls quarry.
Twenty-eight years ago the Diaz family opened a small metal fabrication shop outside the city of Guadalajara, located in central Mexico. Over the years as their business expanded, they added employees and started taking on bigger and bigger projects. Like any successful business owners, the family had a clear vision of what they wanted their company, IMDHER, to become. This past year that vision became reality when they completed the largest fully automated pre-mix feed plant in Mexico.

IMDHER chooses Dodge QUANTIS gearmotors to move animal feed ingredients in pre-mix mills across Mexico.
IMDHER says their customers have a clear preference for Dodge brand gear reducers and bearings. That’s why Dodge TORQUE-ARM II reducers and SAF style bearings are the standard products used on IMDHER’s Pre-mix 1000 equipment used to mix feed ingredients prior to bagging.
It’s a story of success that entrepreneurs all over the world can appreciate; hard work, a willingness to take some risks, and making strategic decisions about the companies you choose to partner with and the products you select to use on your equipment.

While IMDHER might be known today as an OEM than can design and build large scale feed plants that may include silos, grain elevators, and all of the different conveyor systems required to move grain throughout the process, their path to success was not always easy. For example, when they decided to position their company as a first tier OEM, one of the first obstacles they faced was the perception that a Mexican OEM couldn’t be as good as an OEM from the U.S., or Europe.

But Eduardo Diaz, IMDHER project engineer, says once they had the chance to present the company’s capabilities, they began to get opportunities. “One of our strengths is that we take full responsibility for the entire project,” says Diaz. “We set ourselves apart from the others by offering a turn-key service, from the design all the way to completion.”

With the anticipation of growth, IMDHER officials felt the time was right to select the Baldor•Reliance brand as their motor standard.
to standardize on one brand and one supplier for the variety of mechanical products they needed. According to IMDHER production manager, Efren Diaz, they wanted to find a partner that would grow along with them, plus find a product brand that stood for quality and performance.

The task became a little easier when the company began to bid on their first large project several years ago. What they learned, according to Eduardo Diaz, is that their potential customers had a clear preference for Dodge® brand gear reducers and bearings. “The customers told us they were happier with Dodge products, that they felt confident that Dodge products would perform and wouldn’t fail,” says Diaz. “The other brands didn’t offer the same quality that customers were demanding for these large scale, high-profile projects.”

Efren Diaz says while the customer feedback was clear, they felt it was also important to take a closer look at the company and people that would stand behind the product. “We looked closely at several brands we had used over the years and the companies that we worked with,” says Diaz. “We had the chance to review catalogs, meet sales people, and understand what kind of service we would receive. Based on all the information, we chose to work with Dodge de Mexico and select the Dodge product.”

Today you’ll find a variety of Dodge bearings on IMDHER projects, including SC, SCM SAF, TAF, Type E, and S2000 bearings, plus TORQUE-ARM® reducers. But the reducer that IMDHER has used most often in their projects is the Dodge QUANTIS® In-Line Helical (ILH) gearmotors that are built at Baldor’s Dodge de Mexico plant in Guadalajara.

Nearly 600 QUANTIS ILH integral gearmotor units have been installed at IMDHER projects across Mexico over the past three years. Efren Diaz says not only are they more than pleased with the product’s performance, they also benefit because the units are built locally. “Getting the product configured the way we want and in the ratios that we need is ideal,” says Diaz. “Getting the product quickly because it’s built here in Guadalajara is a real advantage for us.”

Standardizing on Dodge products has helped IMDHER meet their customer’s demand for quality, but the decision has also made an impact on IMDHER’s engineering workload. According to

“We get great service and they [Dodge de Mexico] are very easy to work with. Product is important, but it’s the people and the service that make a difference.”

Eduardo Diaz, IMDHER project engineer
Efren Diaz standardization has helped save them a tremendous amount of time in the design phase of a project. “We now have standard dimensions for products which means we don’t waste time changing designs,” says Diaz. “In the past when we used a variety of products, we had to spend too much time making corrections.”

While the Diaz family is pleased with their product selection, they are even more complimentary of the employees at Dodge de Mexico. Eduardo Diaz says they count on the local support, not only from the sales engineer that works with them, but also from the entire team at the Baldor plant. “We know that they sometimes work extra hours for us when we need help,” explains Diaz. “We get great service and they are very easy to work with. Product is important, but it’s the people and the service that make a difference.”

Pleasing the customer by offering quality products and exceptional local service is the way the Diaz family describes their business. It’s also the way they talk about Dodge de Mexico, and why they plan to continue choosing Dodge and Baldor-Reliance products as they take on their next challenge of expanding their business to South America.

Right: Nearly 600 Dodge QUANTIS ILH integral gearmotor units have been installed at IMDHER projects across Mexico. In this application the units power hoppers, moving a variety of ingredients to the mixers.
New 501 Baldor•Reliance Catalog Available

Baldor has recently published the new Baldor•Reliance 501 Stock Product Catalog featuring the industry’s most preferred motor and drive products.

This new catalog combines more than ten thousand items, including all Baldor-Reliance motors, V*S Drives, accessories, and other stock products into one document.

New features of this expanded catalog include a notes column located on the inside back cover that identifies and designates special product features.

Users will also find a simplified, easy-to-follow format, which includes explicit footnotes, cross-references, and quick reference charts for NEMA and IEC motors.

Contact your local Baldor•Reliance District office for clarification, assistance or additional information on any Baldor•Reliance product. You’ll find a listing of the offices on page 575 of the new 501.

Below: Tips on understanding 501 catalog numbers can be found on page five of the new catalog.
Baldor and Reliance motors are synonymous with Quality. Combined, we offer more solutions than ever before with availability of more than 7,000 different stock motors and the quickest delivery on custom motors to 15,000 horsepower. Baldor-Reliance sets the standard.

Baldor also offers the most complete line of industrial adjustable speed drives. From a standard inverter, to closed-loop vector technology or advanced motion control, look no further than Baldor for the drive you need.

Baldor’s Dodge product line offers a wide variety of power transmission products backed by a reputation of superior reliability in rugged applications. Baldor is your complete end-to-end solution for industrial motors, drives, power transmission products and generators.

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Bringing the Best Together