

TIMELY SERVICE

AVOIDS A ROCKY ROAD FOR AGGREGATE STACKER SUPPLIER



ASSINCK Limited telescopic stacker hard at work

Markham, Ontario-based manufacturer **ASSINCK Limited** had been providing stackers to the aggregate industry for nearly fifty years when their drive supplier failed to meet ASSINCK's delivery and servicing needs.

NORD Gear Ltd. (Brampton, ON) outperformed the competition, offering ASSINCK superior customer service and the capability to deliver equipment according to the customer approved schedule.

In September 2003, ASSINCK was in the market for a new supplier of traverse drives to operate the axle and truss components on its telescoping radial stackers. ASSINCK's historic supplier had recently closed their Canadian manufacturing facility, and as a result, turnaround times of drives were becoming unacceptable.

NORD, with a plant only 45 minutes away in Brampton, Ontario was an attractive alternative.

NORD sales representative Greg Clarke came to ASSINCK with an equivalent-drive product that

would be built at NORD Gear's Brampton assembly facility with a firm commitment of delivery time. Greg's crossreference included a competitive price that earned NORD an order for four large stacker drives. Less than a year later, NORD has become

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ASSINCK's preferred supplier, and all ASSINCK machines being built are using NORD drives.

NORD has good pricing and even better turnaround, but what continually impressed ASSINCK most was their outstanding customer service. "They're very astute at coming in, paying attention and working with us on the design of gears to get them to the point where we're satisfied with what we're getting and they're satisfied with what they're supplying," reports George Baker, vice president and general manager of ASSINCK.

The working relationship has been particularly close between Greg



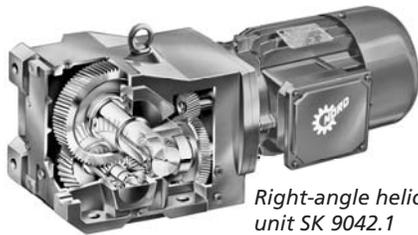
and ASSINCK's engineering staff and procurement manager. Greg worked to improve upon the original cross reference, going beyond the mere replacement of ASSINCK's former drives to the development of more efficient units. "NORD is taking the technical data for our drive needs and getting us the gearbox we need... which has never been done before," comments ASSINCK's procurement manager.

Product service has also been an area in which NORD has shown

unprecedented responsiveness to ASSINCK's needs. When excessive vibrations damaged a motor on a stacker in transportation to a client, nearly one thousand miles away in Atlanta, NORD had a man onsite within 24 hours, fixing the problem. A similar circumstance with ASSINCK's previous supplier would have taken weeks to resolve. "We need people that supply components to our very expensive equipment to stand behind those components if we have a problem, and NORD has done that," George reflects. "They

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took care of us and saved us a lot of money by being proactive, and that's always a good thing."



Right-angle helical bevel unit SK 9042.1



Right-angle helical worm unit SK 42125



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