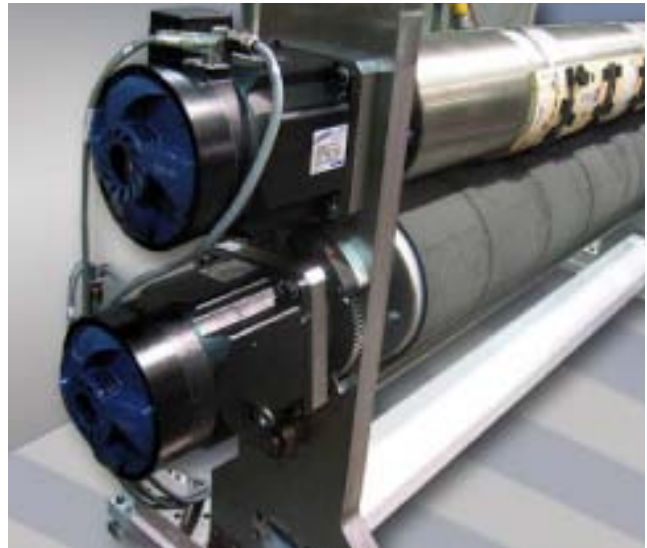


Success Story



Before



After

Cartridge DDR[™] Applications Success

Cartridge DDR[™] Motor on corrugated printing and converting machine reduces cost while increasing throughput.

Sales Challenge And Results

Recognizing the benefits of DDR[™] technology, the customer re-designed their entire machine around the Cartridge DDR[™] motor. The result is better registration for a better quality product, a simplified design with substantially fewer parts and greater reliability, reduced maintenance, and a competitive advantage for their machine in the marketplace.

Winning

The Cartridge DDR[™] won this business because it provided significant value to the customer:

- Greatly reduced parts count ([check out the before and after pictures!](#))
- Improved simplicity and reliability
- Reduced maintenance
- Increased accuracy for market leading registration

In addition, Danaher is the only motor manufacturer who has the Cartridge format for a DDR[™] motor. It is significant to note that this customer was a long time Indramat user. They chose the Danaher Cartridge DDR[™] motor because they recognized the value this motor format brought to their machine.

Sales Process

A team of Danaher associates led a VOC (Voice of Customer) visit to get feedback for a new platform DDR[™] motor that became the Cartridge motor. The VOC visit ended up being an effective sales visit as the customer realized

the substantial benefit they could realize by using Danaher Motion's DDR™ technology. Initially, they planned to use Cartridge DDR™ motors only on the Die cut station on their machine.

Later they realized that they could apply the Cartridge DDR™ motors to the print stations as well and completely eliminate the mechanical line drive that had been used previously.

The result was 3 Cartridge DDR™s on each print station, 3 Cartridge DDR™s on the Die station, and 2 Cartridge DDR™s on the end feed. The Cartridge DDR™ technology also facilitated the pull through of another 14 axes of conventional rotary motors on the machine as well as 500 series ball profile rails and BS&A ball screws.

Customer Information

Industry: Corrugated printing and converting

Type of Machine: Five color flexographic printer, Die cutter, and end feed

Principle contact: Chief Engineer

Competition

The competition was Indramat, the incumbent supplier and Yaskawa. While Indramat proposed conventional rotary technology, Yaskawa proposed a DDR™ solution that the customer recognized as inferior to the Cartridge DDR™ platform. THE reason Danaher won this business is that the patented Cartridge DDR™ technology provided an easy and simple way to apply the DDR™ technology. No other competitor has this offering.

Danaher Solution

(12) CH093, (8) CH133, AKM Motors, S600 Drives, 500 series ball profile rails, and BS&A ball screws.

Danaher Associates: Tom England, Andy Hathaway, Hurley Gill, Jeff Arnold, Steve Crocket

Additional information

In addition to the Cartridge DDR™ benefits of increased simplicity and improved registration, it allowed the machine to be designed such that various print stations could be raised "on line" or lowered "off line" which facilitated the ability to set up one or more print stations while product was running on the other print stations. This "set up while running" feature greatly increases the utility of the machine and gives it much greater value for small lot jobs.

The Cartridge DDR™ technology facilitates this feature by eliminating the mechanical drive train.

Cartridge DDR™ Support

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Customer Support

Danaher Motion products are available world-wide through an extensive authorized distributor network. These distributors offer literature, technical assistance, and a wide range of models off the shelf for the fastest possible delivery. Danaher Motion sales engineers are conveniently located to provide prompt attention to customer needs. Call the nearest office for ordering and application information and assistance or for the address of the closest authorized distributor. If you do not know who your sales representative is, contact us at:

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