

## Success Story



**Before**

Conventional Motor / Gearbox / Belt



**After**

Cartridge DDR™ Solution

## Cartridge DDR™ Motor Improves Stamping Press

### Sales Challenge and Results

The OEM has been a leading manufacturer of stamping press feed systems for over 50 years. The early machines were made with mechanical indexers and precisely machined rolls to achieve the desired feed length. Servo Drives were then adopted to provide the flexibility of programmable feed lengths. Originally conventional rotary motors with gear reducers and belts were applied. The OEM then learned of the Cartridge DDR™ motor and recognized the cost and performance advantages.

### Winning

The old method used a conventional servomotor and gearbox coupled to the feed roll with a belt. The Cartridge DDR™ mounts directly on the feed roll and eliminates the gearbox, belts, pulleys, and mounting structure to hold it all together. The OEM realized the following benefits:

- An immediate cost savings – The Cartridge DDR™ motor did not require inertia matching with the load and a smaller CDDR motor could be used to replace the conventional servo motor.
- Elimination of many parts from the customer Bill of Materials, including: gearbox, belts, pulleys, and the mounting structure to hold it all together.
- Reduced assembly time – The Cartridge DDR™ can be installed in less than 10 minutes

## Success Story

### Winning, continued...

- Improved machine accuracy from 0.002 inch with the geared servo to 0.0005 inch with the Cartridge DDR™.
- Eliminated the periodic maintenance required for the gearbox and belt.
- Improved machine reliability by eliminating components that fail.
- Gained a competitive advantage over competitors by offering an innovative, proprietary Direct Drive solution against other OEM's geared / belted solutions.

### Competition

The competition was Indramat for motors and Alpha for gearboxes. Danaher Motion won this business because the patented Cartridge DDR™ provided an easy and simple way to apply the DDR technology. No other competitor has this offering.

### Danaher Solution

One C0612A-13-3305 Cartridge DDR™ Motor, S31061 Drive, and cable set per machine.

### 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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