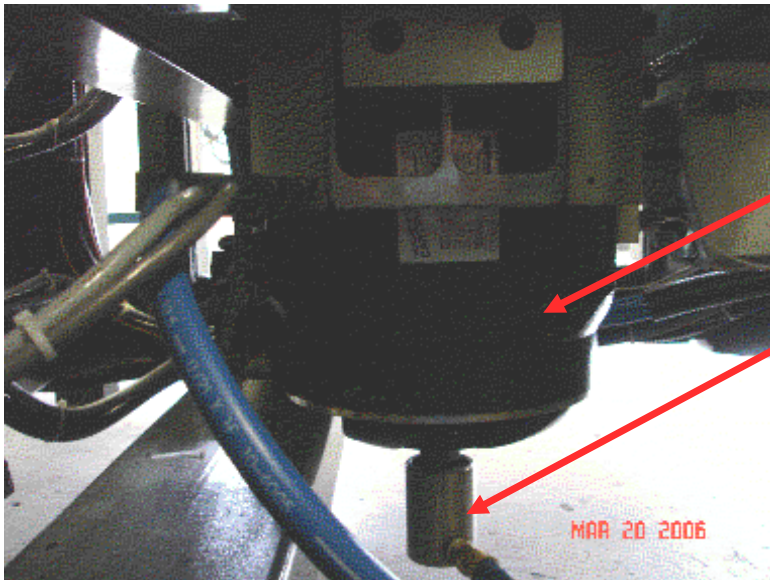


## Success Story



Motor mounted on bottom of machine.

Note rotary union mounted on rear end of motor shaft. Through-bore CDDR motor provides easy mounting and access for rotary unions and eliminated the need to come in from the top of the machine.

## Cartridge DDR™ Application Success

Cartridge DDR™ Motor on tire balancing machine increases measurement accuracy and reduces machine assembly time.

### Sales Challenge and Results

The customer found that direct-drive motors improved the measurement quality of their tire balancing machine. With direct drive, "you don't get backlash and other external influences that you would get with belts and pulleys," noted the OEM's engineering group manager. Initially, the OEM designed in a frameless direct drive motor but was hampered by the difficult, time consuming, and expensive assembly related tasks. The OEM initiated a cost reduction effort on the tire balancer and considered other motor technologies. The Cartridge DDR motor was introduced to the customer and provided the OEM with a perfect solution to reduced total cost and assembly time while maintaining the performance advantages of the previous frameless direct drive solution.

### Winning

The CDDR won this business because it provided significant value to the customer:

- 1) Reduced purchase price compared to the sum of the individual frameless motor, feedback device, and mounting hardware.
- 2) Greatly reduced assembly time (30 minutes compared to over 1 day for the frameless solution)
- 3) Reduced package size through the use of the high torque density design of the CDDR (diameter reduction from 20" to 10")
- 4) All the benefits of bearing-less direct drive with the ease of installation of a full frame motor

In addition, Danaher is the only motor manufacturer who has the Cartridge format for a DDR motor. They chose the Danaher Cartridge DDR™ motor because they recognized the value this motor format brought to their machine.

## Success Story

### Sales Process

The frameless DDR had been designed into the tire balancing machine for over 10 years. When the cost reduction initiative began, various competitors became aware of the opportunity. If not for the CDDR platform that is exclusively available from Danaher Motion, it is likely that the business would have been lost. The CDDR platform brought value to the machine that could not be matched by any competitor.

### Customer Information

Industry: Tire Uniformity and balancing equipment  
Type of Machine: Balancing for automotive tires  
Principle contact: Engineering Group Manager

### Competition

Competitors such as Indramat and Siemens learned of the OEM's cost reduction effort and thought they had an opportunity to displace the Danaher frameless direct drive motor. Their efforts were derailed by the Cartridge DDR platform which provided value to the OEM with which they could not compete.

### Danaher Motion Solution

One CH092A-11-1105S, S620 Drive, and cable set per machine. Danaher Associates: Tom England, Ed Weaver, Jeff Arnold

### Cartridge DDR Support

Jeff Arnold  
Technology Specialist, Direct Drive  
501 West Main Street  
Radford, VA 24141  
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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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