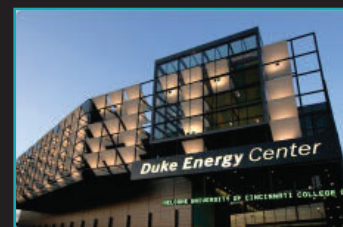




DUKE ENERGY CONVENTION CENTER

CINCINNATI, OHIO
NOVEMBER 1-3, 2011



Gears for Industry, Gears for Defense, Gears for Almost Anything at Gear Expo 2011

Jack McGuinn, Senior Editor

What would Gear Expo be without gear manufacturers? While it is useful and indeed necessary to keep abreast of the new machinery out there that will in fact be front-and-center at the show, it is of equal import to check out the finished product—GEARS.

This year's show will boast some 50 gear makers—all of them ready, willing and able to show you what those above-mentioned fancy machines—and generations of experience, design and technical know-how have wrought. We're talking spur gears, helical gears, double-helical gears, bevel gears, hypoid gears, crown gears, worm gears, rack-and-pinion

gears, epicyclic gears—you name it—they'll be at Gear Expo 2011.

Now the question is, will you?

In today's cutthroat-competitive environment, it's hard for anyone even tangentially involved in the gear industry to make a case for not being there. This is the venue to learn about gears and confirm what you think you know about gears. Better yet, this is where you get to talk to the people who make them and to learn things you'd never be able to glean from a website or glossy sales brochure. This is where you get to shake their hand, look them in the eye and get the

continued



Capstan Atlantic will showcase their latest-technology PM gears at the show (courtesy Capstan Atlantic).

straight story.

Following is a summary of interviews we conducted with a number of gear makers exhibiting at Gear Expo 2011.

A question that most every attendee has in mind—and every gear manufacturer had better have an answer for—is “Why should I show up at your booth?”

Forest City Gear Company (FCG) (Booth 632) believes that “Attendees should stop by our booth to learn about our latest equipment acquisitions and therefore our newest gear cutting capabilities,” says FCG CEO Fred Young. “They can stop in and get advice on gear quality and processing issues, and, most importantly, for good friends and good conversations!”

Rod Coleman, marketing specialist for EM Gear LLC (Booth 407), says that “Attendees should stop at our booth because we will have excellent samples of our workmanship. Seeing is believing in our industry and I believe if individuals stop at our booth they will see how our quality really differentiates our company from our competitors.”

“Those attendees who should stop by our booth should be in search of locating a very capable turnkey gear manufacturer with an AS9100- and ISO 9001-registered quality management system and complementary NADCAP (cost effectiveness accreditation program) for heat treating and passivation of stainless steel,” says James M. Manning, president of STD

Precision Gear & Instrument (Booth 604).

“At Circle Gear (Booth 433), we offer solutions,” says Mike McKernin, sales manager. “We are big enough to handle most projects, but we are small enough to recognize the importance of customer service.”

Excel Gear (Booth 335) weighs in with “Excel Gear is a proven source for the manufacture of complex, high-precision gears, gear boxes and high-speed spindles, says N.K. Chinnusamy, Excel president. “We are also a provider of design consultation, finite element analysis (FEA) and vibration analysis.”

And longtime gear manufacturer Brelie Gear Co. (Booth 309) believes that “Attendees should stop by our booth to learn more about Brelie Gear and the quality gears we offer. We have re-invested very heavily in technology and automation of our gear cutting operations and it shows in the quality of the products we make,” says Steve Janke, Brelie president.

From VanGear (Booth 1428) comes something one doesn’t necessarily expect at a new-technology show.

“We will be displaying a vintage 1913 Pfauter R0 Hobbing Machine in mint condition,” says Jim Mantei, VanGear vice president of business development and operations.

And in keeping with the show’s international reach, this from Mushtaq Jamal, executive/engineering, Bevel Gears India Pvt. Ltd. (Booth 1102).

"We are unique bevel gear specialists who can truly problem solve—1:1-ratio hypoids, super-high-ratio hypoids of ratio over 1:100, ground spiral bevel gears, reverse engineering and a range of one-half-inch to 90" bevel gears—all from one source," he says.

Vice president/engineering Richard H. Slattery of powdered metal gear maker Capstan Atlantic (Booth 1003) explains that "Attendees should stop by our booth to get the latest updates on state-of-the-art gear manufacturing technologies associated with powder metallurgy."

And from Riley Gear (Booth 639), "Anyone interested in state-of-the-art custom gears and gear box manufacturing and processes would benefit from a visit to Riley Gear's booth," says Dave Sambuchi, vice president sales.

It's a fact that attendees visit shows looking for the "latest-greatest" and Gear Expo is no exception. It might be a new product or a piece of news yet unknown. Here, from our companies referenced above, is a taste.

What's new at FCG is that "We are becoming more vertically integrated to allow for shorter lead times and to increase our control on quality," says Young. "We now do in-house blanking, MPI and nital etch to help ensure on-time delivery, shortened lead times and to maintain quality requirements."

"We want individuals to know that we are the American representative office of Dae Seong Gear Mfg. Co., says EM Gear's Coleman, adding, "We have recently established an office in the United States called EM Gear."

"Excel Gear will be offering our newly released gear design and analysis software titled *Excel-lent*," says Chinnusamy. "*Excel-lent* will be on display for expo attendees to use and run sample calculations, thereby allowing attendees to experience first-hand the outstanding value of this software for their gear design needs."

And speaking of news, "We have recently earned our ISO 9001-2008 certification," says Brellie's Janke. "Earning this certification is the direct result of feedback we were given by numerous potential customers at the Gear Expo in 2009."

And this just in as well: "We have aligned ourselves with Iwasa Tech from Tokyo to provide spiral bevel gears to the North American market," says VanGear's Mantei. "We will share the same booth space to provide information to all interested parties."

Sambuchi says what's new for Riley Gear is that "(The company) has invested more than \$17 million in new plant expansion and equipment since the last gear show in 2009."

Capstan Atlantic, says Slattery, will be showcasing their "PM gears with strength- and fatigue-resistance properties formerly associated only with wrought steel gears, but manufactured at costs associated with the favorable economies of PM. Precision levels have increased and gear crowning is now a production-viable process, with hundreds of thousands of parts in the field."

It is human nature—and good business sense—for exhibitors to maintain a "What have you done for me lately?" mindset when considering show participation. Our contributors

here are no exception.

"We expect Gear Expo to really help us expand our brand and name," says Coleman. "Since we are relatively new in the United States, customers will finally get a chance to see some of our product first-hand."

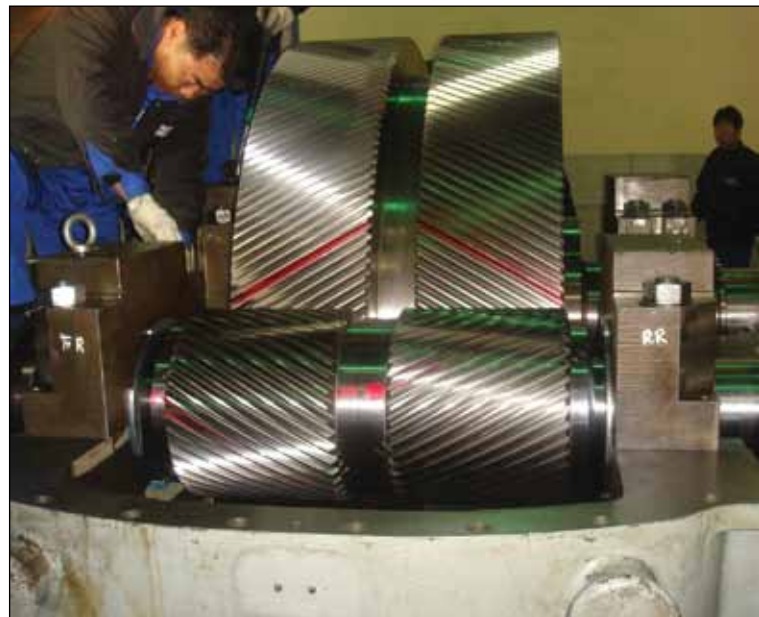
"We expect the show to provide good sales leads, provide a multitude of networking opportunities, allow time to reconnect with industry friends and to see new gear cutting equipment at the machine booths," Young says.

Circle Gear's McKernin says that "The show offers the opportunity to discuss opportunities and available resources

continued



Big-gear applications are fair game for Excel Gear (top) and EM Gear (bottom).





A planetary gear from Forest City Gear.

with similar companies in the gear industry. It is almost impossible to have every piece of machinery for every operation, so it is helpful to have relationships with allies in the industry that can assist in challenging projects.”

“At Gear Expo 2011 we expect to introduce Riley Gear to potential new customers as well as give us the opportunity to thank existing customers for their business,” says Sambuchi.

“Gear Expo provides a great opportunity to meet current and future customers and to showcase Excel Gear’s distinguishing capabilities, Chinnusamy explains.

As with EM Gear, the show also provides companies like Brelie an opportunity for brand awareness and recognition.

“We are looking to use the trade show to help get our name out in the marketplace,” Janke says. “Even though Brelie has been making gears since 1930, most people in the industry don’t know who we are. Gear Expo is one of the ways we are trying to get our name out there.”

VanGear is looking to attract some “good exposure with all the main players on the same stage,” Mantei says.

“We expect the show to continue enhancing our visibility to new and existing customers in the U.S. and international markets,” says Jamal.

Capstan’s Slattery addresses the whole-show experience in pointing out that “We like to see the latest in gear processing and monitoring technologies to ensure that we are utilizing the best tools available.”

Before leaving our contributors to their work, we asked them one last question: Of all the shows out there, is Gear Expo your show of shows?

EM Gear: “Gear Expo is our choice of existing trade shows because we have been here before as Dae Seong Gear and now we are displaying our new company EM Gear. Gear Expo has provided us with numerous contacts and several customers during our last appearance and we expect the same

results this year.”

Circle Gear: “Gear Expo has a very defined audience,” McKernin explains. “The benefits from this show are based on both your approach and expectations from that audience.”


Excel Gear: “Absolutely. Gear Expo is the premier event for gear and gear machine manufacturers and users.”

Brelie Gear: “Gear Expo draws attendees from numerous market segments, which helps us with our goal of getting our name out there across a broad range of segments.”

VanGear: “As a general venue, absolutely!”

Riley Gear: “Gear Expo is the only trade show Riley Gear attends,” says Sambuchi. “It’s the only one we need.”

Bevel Gear India: “Gear Expo certainly is one of our preferred choices for trade shows, especially in the North American region. As a result of our participation in the 2007 show, we purchased the bevel line of an OEM stock gear manufacturer, won a long-term supply contract and are now their sole suppliers for over 250 bevel parts.”

Capstan Atlantic: “Gear Expo is ALWAYS time well spent.” 

(For more information about any of the gear suppliers exhibiting at Gear Expo 2011, please consult the table to the right):

Gear Suppliers at Gear Expo 2011

Company	Website	Booth #
AA Gear LLC	www.aa-gear.com	328
ABA-PGT Inc.	www.abapgt.com	940
Acuger Precision Corp.	www.acuger.com	1134
Ancon Gear & Instrument Corp.	www.ancongear.com	322
Arrow Gear Co.	www.arrowgear.com	1303
Artec Machine Systems	www.artec-machine.com	320
Bevel Gears India Pvt. Ltd.	www.bevelgearsindia.com	1102
Bowmar LLC	www.bowmarllc.com	231
Brad Foote Gear Works (see ad on p. 14)	www.bradfoote.com	217
Brelie Gear Co.	www.breliegear.com	309
Broadway Gear	www.broadwaygear.com	1209
Capstan Atlantic	www.capstanatlantic.com	1003
China National Aero-Technology Import & Export Co.	www.catichz.com	506
Cincinnati Gearing Systems (see ad on p. 4)	www.cincinnati-gearingsystems.com	1232
Circle Gear & Machine Co. (see ad on p. 11)	www.circlegear.com	433
CORDM	www.cordm.com	638
Custom Gear & Machine Inc.	www.cgearinc.com	703
Davall Gears Ltd.	www.davall.co.uk	802
Delta Gear (see ad on p. 28-29)	www.delta-gear.com	1311
EES Gear GmbH	www.ees-gear.ch	131
EM Gear LLC	www.em-gear.com	407
Excel Gear Inc. (see ad on p. 54)	www.excelgear.com	335
Fairfield Manufacturing Co. Inc.	www.fairfieldmfg.com	1227
First Gear	www.first-gear.com	603
Forest City Gear Co. (see ad on p. 3)	www.forestcitygear.com	632
Gear Technology	www.gear-tech.com	811
GearKing Inc.	www.gearking.com	1415
GearWorld North America	www.gear-world.com	1139
Great Taiwan Gear Ltd.	www.taiwangear.com	1226
Hangzhou Advance Gearbox Group Co. Ltd.	www.chinaadvance.com	127
Innovative Rack & Gear Co.	www.gearacks.com	504
JiangSu Hefute Gear Manufacturing Co. Ltd.	www.hefute.com	507
Li Gear Inc.	www.ligear.com	1103
Minchen Gear Co. Ltd.	www.minchen.com.tw	1033
Northern Tool & Gear Co. Ltd.	www.ntgear.co.uk	1427
Perry Technology Corp.	www.perrygear.com	438
Presrite Corp.	www.presrite.com	933
Raycar Gear & Machine Co.	www.raycargear.com	1431
Reliance Gear Corp.	www.reliancegear.com	1420
Riley Gear Corp.	www.rileygear.com	639
Seitz Corp.	www.seitzcorp.com	1203
Spencer Pettus Machine Co.	www.spgear.com	1306
STD Precision Gear	www.stdgear.com	604
Supreme Industrial Works	www.gearsupreme.com	211
SuZhou Asia Pacific Metal Co. Ltd.	www.gear-manufacturer.com.cn	230
Thermotech Inc.	www.thermotech.com	210
United Gear & Assembly Inc.	www.ugaco.com	1416
VanGear	www.vangear.com	1428
Zhejiang Hengfengtai Reducer Mfg. Co. Ltd.	www.cnhtr.com	711