

Troubleshooting with Torque Transmission

Matthew Jaster, Associate Editor



The issue might be a faulty treadmill at a local gym, the need to update orthopedic surgery equipment or simply a train stuck in neutral at the toy store. Whatever the case may be, viewing e-mails in the marketing department at Torque Transmission is like opening Christmas presents every morning.

It gives the Ohio-based designer and manufacturer of power transmission components the opportunity to expand business relationships by offering simple mechanical solutions to their clients.

Torque Transmission has provided power transmission components to several different industries including medical, food processing, point of purchase (P.O.P.), automotive, printing, semi-conductor manufacturing and sports equipment.

“We send potential clients our catalogs, offer technical assistance, highlight products that may be useful down the road,” says Gary Rusnak of the marketing department at Torque Transmission. “Mostly, we just offer our products and get out of the way.”

Whether via e-mail, a follow-up call or simply dropping by for a visit, communication is a vital part of Torque Transmission’s business strategy.



This was certainly the case with a recent business venture with Darko Inc., a company specializing in the development and production of point-of-purchase displays. Darko needed a mechanical device to demonstrate how the Geotrax train from Fisher-Price moved back and forth along the tracks in its holiday display.

Due to the logistics of the display, the standard controller could not be used to operate the toy train cars. After several tests, engineers at Darko came up with a solution using roller chain sprockets provided by Torque Transmission.

According to the company’s press release, Darko ran the train through more than 35,000 cycles, measuring each time it moved forward, then backward. With the sprockets, engineers were pleased the display functioned exactly how it was originally designed to operate.

“With the train securely fitted on the track, it was able to
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move easily using the roller chain sprockets," says Dave Ireland, Darko's engineering manager. "The Torque Transmission sprockets provided Darko with the perfect solution for what it needed."

This business relationship started back in February of 2005 when Rusnak sent a products catalogue to Darko. When the mechanical issue occurred with the Geotrax train, Darko began placing multiple orders for roller chain sprockets from Torque Transmission.

Other clients have called on Torque Transmission to provide assistance with items like thrust bearings, right-angle gear drives and shaft-locking mechanisms.

"Each situation is different," says Rusnak, "this is what makes what we do so interesting. Once the mechanisms are used to solve these problems, they're put on file for future reference."

Torque Transmission publishes a quarterly newsletter highlighting case studies where their products have been used to solve these mechanical issues. It also provides information on why the product is of value to potential customers.

Rusnak is quick to point out that the work they do in the marketing department is not rocket science. "We have a variety of products like pulleys, gearboxes, ball thrust bearings and roller sprockets that provide simple solutions, but it's the engineers that make it happen. They do their nutty professor thing and we simply provide the necessary material."

The point of purchase industry is particularly useful for Torque Transmission. All the gadgets that turn magazine racks, sunglass racks and register displays typically feature tiny mechanical components. While they're currently not working with any new clients in this industry, Rusnak says it won't be long before someone calls with a technical problem.

"Every contract with P.O.P. displays is unique. We'll eventually come back full circle with the same sort of assistance we provided Darko." 

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