

Chasing Ubiquity

Power Transmission Engineering is the magazine of mechanical components. When you think of gear drives, bearings, motors, couplings, clutches, brakes and similar products, we want you to think of us.

But achieving such front-of-mind presence is one of the most difficult goals in publishing, so we have to work hard to achieve it. We have to earn your trust by providing information you can't get anywhere else. You're too busy to chase after every bit of information you need. So we act as your filter, your gatherer and your guide.

And the information doesn't just find us. We have to find it. And that means digging. And traveling. And getting involved in the industries that are important

to you. Lately we've been working harder than ever to put ourselves where the most important information is — whether that's at a trade show overseas, a conference across the country or a supplier factory in another state. We talk to the people who make mechanical power transmission components, gathering the insight you need to make smart decisions about the components you use in your machinery.

Here are some of the highlights of where we've been over the past few months.

- **Hannover Messe** — Associate Publisher Dave Friedman and Senior Editor Matt Jaster traveled to Hannover and met with key executives of power transmission component suppliers from around the world. Matt's interview with SKF President & CEO Tom Johnstone appears on page 29. Additional coverage of the show appeared in our April newsletter (www.powertransmission.com/newsletter).
- **Gear Forum (Parma, Italy)** — Publisher Michael Goldstein was invited as a guest speaker at this prestigious event featuring leaders of gear and power transmission related organizations around the world.
- **AGMA/ABMA annual convention** — Publisher Michael Goldstein and Associate Publisher Dave Friedman visited with leaders of the gear and bearing industries in La Jolla, California at the associations' annual events.
- **PTDA annual meeting** — Associate Publisher Dave Friedman met with executives from leading manufacturers and distributors of power transmission components.



In the past couple of months, I've traveled to Brevini Wind USA to see a world-class large gear manufacturing facility, as well as Siemens' new Simogear assembly plant in Mauldin, SC to learn how a purpose-built lean assembly facility improves the geared motor supply chain and gets products more quickly to those of you who need them. Senior Editor Jack McGuinn just returned from visiting the new SKF Solution Factory in Cleveland, where he learned about SKF's regional services including bearing application support, spindle and ball screw repair, remote diagnostics and monitoring and other services.

In addition, we've either visited or exhibited at a number of trade shows important to the industries you're involved with, including Automate 2013, ProMat 2013, Windpower 2013 and Sensors Expo.

This month we'll be exhibiting at PowderMet 2013, and in the future, we'll be exhibiting at Gear Expo in Indianapolis (Sept. 17-19), PTC Asia in Shanghai (Oct. 28-31), IPTEX 2014 in Mumbai (Feb. 27-March 1, 2014) and IFPE in Las Vegas (March 4-8, 2014). We hope you'll stop by one of these shows to visit with our staff and learn more about how our products can help you stay on top of the latest technology in mechanical power transmission.

In addition to being in as many places as possible where there is news and information about the latest technology, we have also stepped up our efforts to expand our circulation to reach as many individuals as possible who are interested in mechanical power transmission products. We appreciate those of you who have answered our e-mails or phone calls and subscribed. But if you received this issue of the magazine with a subscription card attached to the cover, that means your subscription isn't current. Please fill it out and send it in. Or if you know someone else who could benefit from the information we provide, please direct them to www.powertransmission.com, where they can subscribe online for free.

As long as you keep reading—and subscribing—we'll continue to do the best we can at being where the news is and covering the world of mechanical power transmission components.