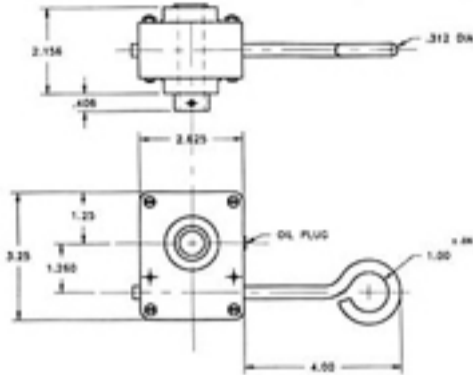


Doing it right; the first time;
on time; every time.



The Value of Solution Selling

- An exact value-added product.
- Adapting standard product to customer's needs.
- Engineered components for repeatability and reliability.
- Improved business to business relationship.



Torque Transmission, Fairport Harbor, OH – May 31, 2006

The Challenge

Cornell Iron Works, located in northeastern Pennsylvania near the majestic Blue Ridge Mountains, has been a [Torque Transmission](#) customer since 1995. Cornell is a manufacturer of closure products. They use Torque Transmission [SW-1](#) gearboxes in manual crank roll door applications. These are commonly found in cafeterias, shopping malls and loading docks.

Cornell was receiving our [SW-1](#) gearbox and modifying it themselves to fit their needs. These modifications were high in labor and production costs. Due to the modifications our challenge was the customers perception of “value” in our [gearbox](#), which was lower than what they were paying. Hence, Cornell was asking for a lower price.

Modifications Customer was Making to Standard Products

- Disassemble and discard gearbox-mounting brackets.
- Manufactured and added an extended shaft, shaft adapters onto our existing input shaft, to support an eyehook for manual crankshaft.

The Solution

- Changed ID dimension of hollow input shaft to their specifications
- Incorporated a one piece extended shaft with eyehook.
- Eliminate mounting brackets.
- Included longer mounting bolts for ease of assembly to roller door unit.

The Value to the Customer

- Ready for assembly out of the box.
- No secondary work; reduction in production and labor cost.
- Improved perceived quality and customer satisfaction.
- Modified [gearbox](#) to be worth the “value” they are paying.

For more information call Gary Rusnak at 1-800-544-6642 or e-mail her at sales@TorqueTrans.com, or visit us at www.TorqueTrans.com.