

# TIMKEN BELTS BUCKLES DOWN ON BELT ISSUE FOR INDUSTRIAL DISTRIBUTOR

## CHALLENGE ▼

A large industrial distributor providing belts for a variety of industries including Agricultural, Industrial, HVAC, and Manufacturing had a customer with a machine tool application who was experiencing belt failures. An alternative vendor's synchronous timing belt was breaking in half after less than 20 hours of use.

To make matters worse, their customer was having a very difficult time getting support from the belt supplier who was not backing their warranty.

## TIMKEN SOLUTION ▼

A quick call from the distributor to an eager and knowledgeable Timken Belts inside sales representative led to a solution. After discussing the issues and asking relevant questions, she recommended the Panther® XT synchronous belt.

A powerful alternative to chain or a drop-in replacement for polyurethane belts, Panther XT belts feature carbon cord to resist stretch and maintain outstanding belt tension stability over the life of the belt. Abrasion-resistant, low friction tooth fabric provides strength and durability, and helps reduce downtime, maintenance, and noise levels.

## RESULTS THAT MATTER ▼

Confident in the improved performance and longevity of the Panther XT synchronous belt and ecstatic with the knowledgeable and expedient customer service, the customer saw the value in upgrading to a belt that would last longer.

Since the initial conversion to Panther XT, the customer has converted more than 15 competitor SKUs to Carlisle belts and overall sales to this customer have increased 479%.

**↑ 479%**  
INCREASE IN  
OVERALL SALES



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The Timken team applies their know-how to improve the reliability and performance of machinery in diverse markets worldwide. The company designs, makes and markets high-performance mechanical components, including bearings, belts, brakes, clutches, chain, couplings, gears and related mechanical power transmission products and services.

**Stronger. By Design.**

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