



LAWNMOWER MANUFACTURER PARTNERS WITH TIMKEN BELTS TO DELIVER A GAME-CHANGING WARRANTY THAT STANDS OUT

CHALLENGE ▼

Aiming to set itself apart in a competitive market, a Canadian riding lawnmower manufacturer introduced an extended product warranty. However, they faced a significant challenge: the competitor's belts they were using could not meet the extended warranty that they were promising. Additionally, they required a timely delivery of the belts to maintain their production schedules.

TIMKEN BELTS SOLUTION ▼


To meet the customer's needs, the Timken Belts engineering team developed a custom line of made-to-order belts. The new Timken® belts were designed to exceed the lifespan requirement, providing the durability and reliability needed for this extensive warranty. Timken belts not only met but surpassed the performance requirements, enabling the manufacturer to introduce a new product to the market and differentiate itself from the competition. Recognizing the importance of timely deliveries, Timken's production department was tasked with ensuring the prompt production and delivery of the belts.

RESULTS THAT MATTER ▼

With this partnership, the lawnmower manufacturer delivered on its promise of an extended warranty, a key differentiator in a highly competitive market. Furthermore, Timken Belts' commitment to timely delivery ensured that production schedules were not only maintained but optimized, allowing the manufacturer to avoid costly delays and seamlessly launch their new product line. Through this collaboration, the customer gained a substantial competitive edge, standing out in the market as a provider of long-lasting, dependable machinery.



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 <p>Custom Belt Development Process</p>	 <p>Meet Lifespan Requirements</p>	 <p>On-Time Delivery</p>
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Timken Belts is part of The Timken Company's growing portfolio of engineering bearings and industrial motion products. Timken Belts manufactures premium-performance power transmission belts that help keep industry in motion and the world more productive.

Performance Driven. **Performance Proven.**

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