

TIMKEN® BELTS BRIDGES THE GAP, EMERGING AS A KEY AG BELT SUPPLIER IN SOUTH AMERICA

CHALLENGE ▼

A leading distributor of agricultural products in South America struggled to source high-quality agricultural (Ag) belts after its existing supplier failed to service them consistently. Faced with a potential loss of sales, the company began to explore alternative options. An online search brought the distributor to the Timken® Belts website, where they requested a proposal for a reliable and cost-effective replacement for their agricultural belt line.

TIMKEN BELTS SOLUTION ▼

A Timken belts specialist responded quickly, conducting a comprehensive needs analysis to determine the distributor's total belt consumption. Based on this data, a quote for Timken's Super Ag-Drive® product line was provided to the potential customer, including a detailed cross-reference of 367 Ag belt part numbers against those of existing suppliers. Additionally, a special pricing structure was offered for the distributor's nineteen most consumed belt models to ensure a competitive and cost-effective solution.

Site visits, virtual training sessions, and facility tours provided the distributor with firsthand insight into product quality and manufacturing excellence, reinforcing their confidence in Timken's ability to deliver high-quality products and reliable service.

RESULTS THAT MATTER ▼

This strategic approach resulted in an initial order valued at \$200,000, consisting of 125 SKUS and over 4,000 belts. The collaboration established a solid foundation for a long-term partnership with an expected annual sales potential of \$1 million. By combining technical expertise with a reliable supply chain, the Timken Belts team has reinforced its reputation as a trusted industry leader, paving the way for a successful product launch at an agricultural show in Paraguay.

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.**

www.timkenbelts.com