

# TIMKEN® BELTS SOLVE SUPPLY CHAIN CHALLENGE FOR MAJOR HVAC DISTRIBUTOR

## CHALLENGE ▼

A leading Canadian HVAC wholesale distributor encountered a major supply bottleneck with HVAC belts due to allocation limits imposed by its primary supplier. These restrictions jeopardized their ability to meet growing customer demand, risking gaps in service, customer dissatisfaction, and lost business. The issue was especially pressing given seasonal demand spikes and the critical role belts play in HVAC systems for industrial and residential clients.

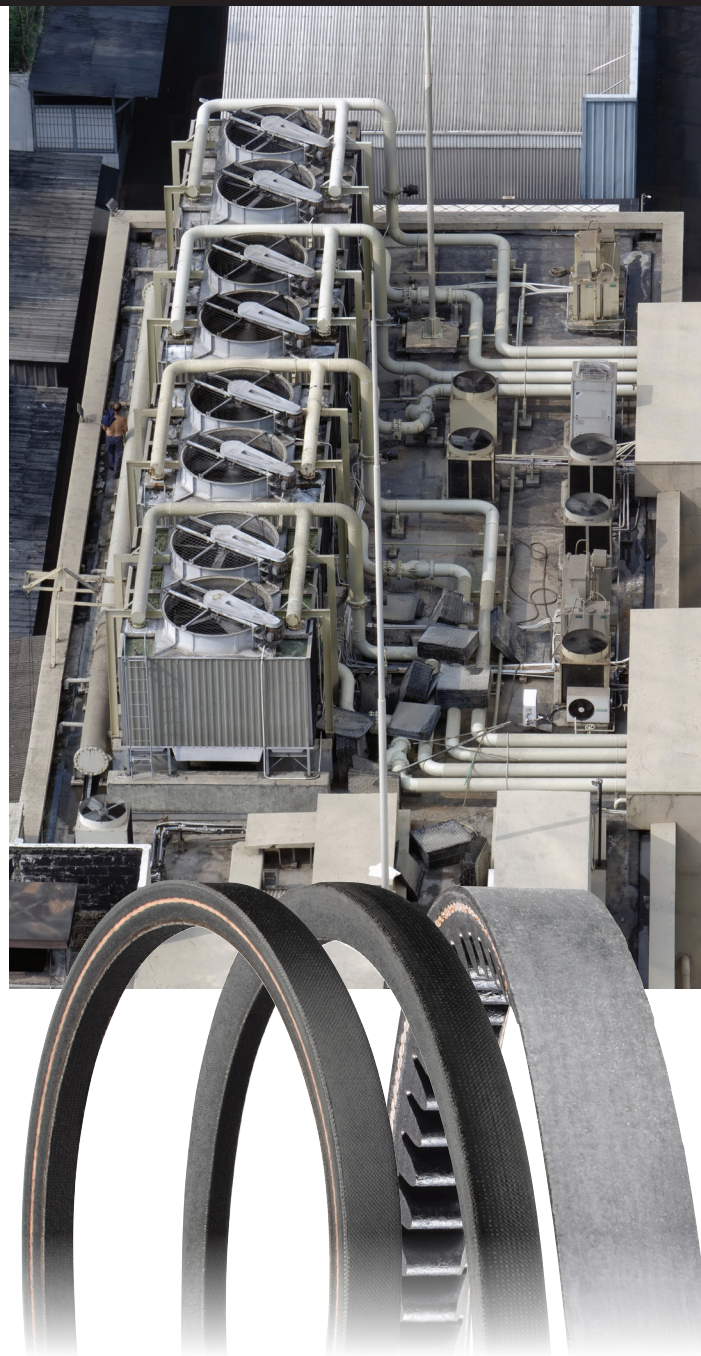
## TIMKEN BELTS SOLUTION ▼

To address this challenge, Timken Belts was selected as the ideal alternative supplier, known for reliable products and service. The transition required seamless collaboration among product specialists, territory managers, customer service and sales support teams. These groups coordinated efforts to identify products, set up accounts, communicate with customers, and train associates to ensure a smooth and swift transition. In addition to the initial HVAC belts requested, the customer took advantage of the full portfolio of Timken® belts, including cog-belts and high-demand refrigerator transport belts.

## RESULTS THAT MATTER ▼

The transition was both rapid and effective, yielding tangible business outcomes for the distributor. Leveraging strategic partnerships, integrated teamwork, dedicated training and communication, the Timken Belts team supported the distributor in overcoming supply limits, ultimately turning them into opportunities for growth.

CUSTOMER SATISFACTION	✓
CUSTOMER TRAINING	✓
CUSTOMER SUCCESS	✓
CUSTOMER GROWTH	✓



Timken® belts are 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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