

Abstract Baldor case:

Baldor Electric profits by sourcing near. And far.

- Product introduction expertise locally and production off-shore winning solution for NOTE and Baldor

Baldor UK, specialized in advanced motion control products, rolled out a new product range about 18 months ago. The MotiFlex e 100 is an Ethernet-connected multi-axis drive that allows real-time control of multiple machines. In bringing this Ferrari of drives to market, Baldor found that electronic manufacturing supplier NOTE could do more than any other UK supplier - at around 15-20% lower cost.

New product introduction and volume production give two in one advantage

For a company looking to bring a new product to market, the product development and introduction stage is obviously critical. Equally important is moving the product into long-term volume production. Baldor was looking for a supplier of complex power boards and control cards that could do both.

Drawing on its Nearsourcing Centres and Industrial plants divisions, NOTE fit the profile.

– NOTE has a concept called Nearsourcing; we maintain a proximity to the customer as well as to the product, says Dave Westley, Operations Manager NOTE UK. We develop, test and industrialize near the customer. But we also own and operate production facilities, meaning we were able to partner Baldor right through product design to manufacturing.

All engineering and development was carried out through NOTE's local site, in close geographical proximity to Baldor. Actual volume production could then be set up where it was most cost-effective and convenient. In this case, Lithuania.

Off-shore production and global purchasing power cut costs further

NOTE manages Baldor's production in Lithuania. Essentially that means Baldor gets the benefits of production in a low-cost region without the risk or inconvenience. At the same time, the Eastern European location offers easier access than any Far East alternative.

NOTE coordinates its procurement contracts for components globally, which translates into further cost savings for customers such as Baldor.

- Our prime issue in developing our new product range was cost. Where one quoted us a price of GBP 180 NOTE was able to deliver at around GBP 120 on a per board basis, says Tony Fuge, Operations Manager Baldor UK.

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About NOTE

NOTE's business concept is to offer services in the production and logistics of electronics-based products. NOTE has a presence in Sweden, Norway, Finland, the UK, Estonia, Lithuania, Poland and China. In 2008, net sales were SEK 1,710 m; the group has approximately 1,200 employees. For more information, please go to www.note.eu.

About Baldor:

Baldor UK Ltd, a division of Baldor Electric Co., provide advanced, high quality motion control products for diverse industrial applications. Capability and product range includes industrial electric motors, drives, multi-axis motion controllers, intelligent servo drives, servo motors and linear motors. Baldor's motion controllers and servo drives utilise the Mint programming language, designed by Baldor, to ease application integration - simply and efficiently. www.baldor.co.uk.

The logo for NOTE, consisting of the letters 'NOTE' in a bold, blue, sans-serif font.