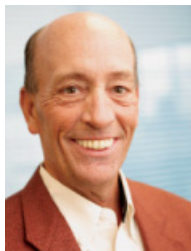


Insight

JAN 2010



THE PRESIDENT OF IRD RECENTLY VISITED CUSTOMERS AND DISTRIBUTORS IN EUROPE AND THE MIDDLE EAST

Rick Nalley, President

"Friends, Romans and Countrymen lend me your ears." My French is weak, my Spanish weaker, my Portuguese and Arabic virtually non-existent, but fortunately my English is fine. In my recent globetrotting I was most fortunate to meet with many of our European and Middle East distributors, and I have to tell you that it is indeed a fine group of businessmen that represent IRD. The hospitality I was accorded was second to none, and the sites visited were simply amazing. To all who made this trip so successful allow me to express my profound gratitude.

If you were to ask me for the one most pronounced, common ingredient that makes these businesses so successful, I would say it is their planning. We, like most of you, are facing the most trying of economic times that most of us have ever seen. Yet I sensed a profound feeling of optimism which leads to preparation for the coming recovery. Virtually without exception, our distributors are planning for their success and appropriately reinvesting in their businesses. It will not be by accident that they will be on the leading edge of the recovery, as they have positioned themselves to take full advantage of the inevitable spending that comes post such a recession.

The planning process I mentioned is a co-operative effort between

IRD and our distributor partners. It involves the dedication of resources by both parties. From dedicated product champions, to the requisite training and collaborative marketing schemes, we have a plan. I saw energy and excitement as we discussed the execution of these plans, which were tailored to their respective markets. Though recovery is inevitable, it is my experience that those who do their homework and prepare for this eventuality are the ones who emerge early from the malaise.

It was indeed a revelation to me to experience the planning process first hand, working with distributors and my colleagues in the UK office, orchestrating such a detailed thought process. To the extent that IRD sets the standard in distributor relations, I think we have introduced a scalable process that will serve our family of distributors well in future years. We will leverage this experience and in so doing create a vibrant channel that sets the industry standard for years to come.

I hope to do more of this type of travel, as I learn so much just listening to our distributor partners. Your input helps me to guide our ship through the perils of this economy, and so again my many thanks to all of you who so helped with my ongoing education.

IRD acquires Transducer product line from Rockwell Automation

IRD is pleased to announce that it has reached agreement with Rockwell Automation to acquire worldwide rights to the transducer types:-

**544, 5445, 544M • 546DP • 560 • 910
911R, 911S • 940, 941, 942, 943 • 970, 970i**

With effect from the 1st of January 2010, IRD has taken over worldwide manufacturing and sales responsibility for these products and will provide full support for all users of these transducers for all applications in conjunction with portable instruments, fixed monitoring systems and balancing machines.



This acquisition strengthens the IRD product portfolio and ensures ongoing product support for customers who use this range of transducers. (Product datasheets and application advice are available on request).

TRAINING IN USA PROVIDED FOR THAI CUSTOMER

Asia Engineering, a large motor repair company and a member of EASA based in Bangkok, has owned a Lexseco Core Loss Tester for approximately 10 years and wanted to arrange operation and application training for four of its staff.

The Asia Engineering visitors attended a full day Lexseco training course at Louisville and, as part of their visit also learnt about IRD soft bearing balancing technology and witnessed a demonstration of IRD balancing machines. Asia Engineering currently owns a balancing machine from a competitor but because of its poor performance, it sometimes takes over a full day to achieve the required balance tolerance on some rotors and, even then, accuracy and repeatability has proved to be suspect. This has resulted in the loss of some customer contracts.

The Lexseco training, which coincided with a software upgrade, ensured that Asia Engineering are now able to make best use of their Core Loss Tester. Upon returning to Thailand and



reviewing their balancing requirements, Asia Engineering ordered a new IRD Model B50/290 Balancing Machine System. This provides them with an accurate and very versatile workshop balancing capability. They are now also considering the purchase of a second and larger IRD Balancing Machine to further extend their overall balancing capability and rotor handling capacity.

What started out as a basic core loss tester training exercise, ended in the sale of an IRD balancing machine, ensuring that the customer's capability for both core loss testing and balancing was strengthened, thereby allowing them to provide improved services for their own end customers.



A Model B5/290 Balancing Machine System has been delivered to STM (Societe de Transport de Montreal) and was installed in their main metro and bus repair facility in Montreal to improve the quality of repaired parts. As part of the commissioning programme, IRD Canada also conducted a full day training session for operators. Training is an important added-value service that forms part of the continuous support we offer our customers.

IRD CANADA SUPPORTS ITS CUSTOMERS

**IRD Canada has recently
commissioned two new equipment
installations.**

A Lexseco Model 1081 10 KVA Core Loss Tester was commissioned at Van Der Graaf Canada located in Brampton, Ontario. Van Der Graaf is a company of Dutch origin which supplies conveyor systems. The Lexseco core loss tester will be used to test the motors that are built and repaired for their conveyors. Following the successful operation of the unit in Canada, the company is planning to expand the use of core loss testing to the rest of their manufacturing plants in both the Netherlands and USA. Again, as part of commissioning the unit, IRD Canada provided a one-day training course to ensure that operators were confident to use the equipment properly and efficiently.

LEXSECO LAUNCHES IN UAE



IRD recently held 'launch' events in the UAE to introduce Core Loss Testing both to existing customers and other interested parties.

Working closely with our distributors; Euromechanical and Electrical Contractors in Abu Dhabi, and Gulf Commercial Group in Dubai, the events provided an informative seminar both for companies involved in the repair and rewinding of electric motors and for major users of motors who outsource motor repair services.

The Lexseco range of Core Loss Testers allow the condition of motor stators and rotors to be qualified prior to rewinding. Although the Lexseco technology and product line is well established in many parts of the world, particularly North America, it has not yet been widely adopted in the Middle East region.

Using a Lexseco Core Loss Tester to verify the integrity of motor stators and rotors prior to rewinding improves the quality of the workshop output, reduces warranty costs and helps ensure the reliability and energy efficiency of the repaired motors.

IRD SOLVES PRODUCTION PROBLEM FOR AGRICULTURAL EQUIPMENT MANUFACTURER

An Iowa-based corporation recently won the contract to produce a critical component used in agricultural equipment for an equipment manufacturer based in the United States. To meet the required production volume, this IRD customer needed to install a second production line and, since they already owned a 5,000 pound capacity balancing machine from IRD Balancing, they immediately called in IRD for assistance in identifying a solution.

The design of the agricultural component and the end user's specifications required custom engineering to adapt the standard IRD Model B100, 10,000 pound capacity balancing machine to the application. The weight of the component was less than 700 pounds but its length and high wind resistance required a machine with a longer bed and higher capacity drive system to meet the balance quality specification of better than ISO quality G2.5 at operating speeds of 2400 to 2700 rpm.

The component's design caused other complexities in the

system, such as having over 50 hinged blades that go through a transition phase at start-up as they move from rest to the operating position. This required the fitting of a locking system in the B100 to hold the component safely in place until it comes up to a stable operating speed. The location of the blades also requires that the drive belt runs at the end of the shaft meaning that IRD had to design a custom drive pulley system.

A specially designed shroud was also manufactured to contain the rotor during the balancing operation and to reduce the windage of the rotor, thereby permitting it to be readily run up to the required speed. The shroud also acts as a safety guard to ensure operator safety.

This project shows the flexibility of the IRD Balancing product range and our willingness to go the extra mile to solve the unique problems our customers bring to us. The customer has confirmed that they are now in the position to gain additional business because of the success of this project.

SUPPORT IN VIBRATION ANALYSIS AND BALANCING AROUND THE WORLD

IRD engineers provide technical support and training for customers involved in many diverse industries that have many different needs and applications.



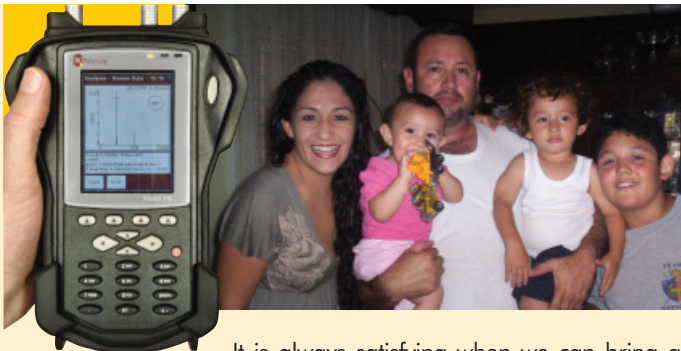
One of our engineers recently travelled to Mauritania to assist a customer with training on their IRD Model 258 instrument for use as part of introducing a vibration based predictive maintenance programme (PMP) for Railway locomotives. Mauritania in north-west Africa has extensive iron ore deposits and iron ore accounts for some 50% of the country's export revenue. The country has a land area of nearly 400,000 square miles, with some three quarters of the country being desert or semi-desert. Société Nationale Industrielle et Minière (SNIM) is the seventh largest supplier to the world iron ore market and it operates a port facility in Nouadhibou, as well as over 700km of railway. Trains at up to 2.5km in length are

among the world's longest and heaviest. With IRD support, use of a Model 258 instrument as part of their predictive maintenance programme, helps ensure reliability of the diesel locomotives in this most arduous environment.

Visitors from Saudi Arabia recently attended a Level 2 Vibration Analysis training course in the UK. This was part of a programme of support for engineers and operators in the Kingdom of Saudi Arabia where IRD equipment is used extensively for both Vibration Analysis and Balancing applications.



In Angola, IRD recently provided support and operator training for a customer overhauling equipment for the oil refining industry. This training covered the use of an IRD balancing machine system and included application techniques for accurately balancing contra-rotating separator assemblies.



It is always satisfying when we can bring a little Christmas cheer to someone. Our Mexico office had a request for a Model 258V Vibration Analyser to be supplied as a Christmas present and we were only too happy to oblige.

The unit was ordered by Maria Esther Ramos Reyes as a present for her husband, Mr Lenin Martinez who is the owner of **Alternativas Tecnicas Industriales S. A. de C. V.** which is

IRD MODEL 258 MAKES AN IDEAL CHRISTMAS PRESENT !

located in Tampico Tamaulipas, a very industrial area of Mexico which contributes a great deal of the chemical and petrochemical industry of the country. Their business is dedicated to providing engineering services and predictive maintenance to dynamic and static equipment for the local industry. The company also specialises in the distribution of pumping equipment

The Model 258V is ideal for predictive maintenance and vibration analysis purposes and Mr Martinez was very pleased with his Christmas present. We are confident he will put it to good use during the coming year.



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