

**No.1**  
IN THE  
WORLD

Spherical roller  
bearings with  
the highest  
load rating  
in the world.



**50 YEARS.**  
**NACHI**  
NACHI EUROPE GmbH

CELEBRATE THE POLE POSITION **1967 2017**  
**OUR SYNERGY**  
**YOUR PERFORMANCE**



**“A FOCUS ON EUROPE”**

**INTERVIEW WITH**  
**THOMAS AMMERPOHL**  
SALES MANAGER INDUSTRIAL AFTERMARKET

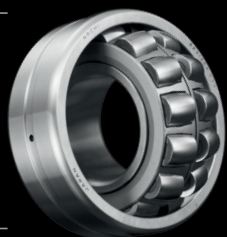


**"NACHI has been developing rolling bearings since 1939.**

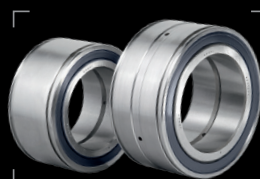
**These durable allrounders have solved many problems in a wide variety of applications all over the world."**



Deep Groove Ball Bearings



Spherical Roller Bearings



Cylindrical Roller Bearings



**NACHI's spherical roller bearings prove their high quality in cranes all over the world.**

## **A conversation with Thomas Ammerpohl, Sales Manager Industrial Aftermarket at NACHI Europe GmbH about the European market, innovations in bearing technology and NACHI's efforts to grow market shares.**

**Dear Thomas, how are you today and what are your goals for 2017?**

Ammerpohl: Well, I'm quite fine. And I'm well prepared for our special efforts to capture larger market shares in Germany and in Europe.

**NACHI has a broad range of bearings. But NACHI was not able to play a key role in the European market yet. What are the reasons?**

Ammerpohl: NACHI is one of the leading pioneers in technical innovations. We have presented the first spherical roller bearing already in 1939. Today our spherical roller bearings have the highest load rates and are able to run permanently at temperatures up to +200 °C. We can guarantee a very high quality because we carry out and control the entire production process in our own plants, from melting alloy steel to the assembly of the roller bearings. Therefore our products are subject to an efficient quality management. NACHI's bearings meet all the technical requirements. Our present task is to proclaim these advantages to our customers.

**How will you find the path to the customer?**

Ammerpohl: NACHI always has been and still is a globally acting company. NACHI trades with regional partners. In the next months, we will encourage the regional traders in Europe by means of technical training and assistance. We will increase our investments in marketing and we will be showing significant market presence in the European area.

Our goal is to enable our trade partners to support customers in each and every situation. Our regional trade partners should be able to analyze the inquiries of their customers, to give comprehensive advice and to suggest the best solution for each individual demand. To achieve this NACHI will give trade partners the necessary training and detailed technical information. We are in the process of preparing catalogs, brochures and of course detailed web-based information.



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## Are there any specific target markets on which you will be focusing?

Ammerpohl: Well, presently we offer our improved spherical roller bearings series EXQ-V. Their main advantage is the very high resistance against vibration and impact load. We will focus on the branches that can profit from these advantages. For example: construction machinery. Our goal is to get closer to our competitors very soon.

Moreover, we have some other products that are able to meet the specific requirements of special branches. For example, our precision machine tool bearings. NACHI offers a wide range of angular contact ball bearings, combined angular contact roller bearings and cylindrical roller bearings. They are specially designed for use in machine tools, to support high precision pre-tensioned feed spindles and main spindles in machining centers and turning centers. In Asia, NACHI is already the market leader in some of these application areas. We are convinced that we can transfer that success to the European market.

## Do you have a special strategy to meet customers in selected industries?

Ammerpohl: Well, as we want to get very close to the requirements of our customers and as we want to understand their technical demands we plan to have a few direct contacts. We want to serve some selected customers as OEM. This will give us the chance to directly look at the specific conditions under which our bearings have to run. This will enable us to develop bearing solutions which are specifically optimized to the customer's demands. Even our standard bearing solutions will profit because the knowledge gained with our OEM-partners will lead to improvements in the whole production range.



Thomas Ammerpohl, Sales Manager Industrial Aftermarket at NACHI Europe GmbH

So far, we have extensive experience in various applications because NACHI is an integrated manufacturer of hydraulic equipment and machine tools in Japan. That gives us the possibility to test our components, for example, our different types of bearings, in our own applications.

## What is your approach to winning distribution customers in the saturated European market?

We already have long-term relationships with reputable distributors in Europe. What we will do is: improve our performance in availability and customer service even more. We do need our distribution partners and we consider them – different to many competitors as real partners. To have a mutual approach and individually altered strategy is our main concern.

## What are the reasons that you start your marketing offensive just this year?

Ammerpohl: NACHI Europe GmbH celebrates its 50th anniversary in 2017. We are very proud of our technical innovations, of our continued development in the German market and of our good relations with our current customers. For us, this is a great motivation and challenge to perform better and to develop the local German market as well as the European market.

What is more, the German market is very demanding. If you get along with all the requirements concerning the technical performance and the quality in Germany, you will get along anywhere. In a few applications, NACHI's products cover these outstanding demands. It's our challenge to prove that we can comply with a broad range of other applications. Of course, we are striving for success!

**Thomas, thank you for your information and I wish you every success in achieving your goals!**

