



Process Expo / PACK EXPO Int'l 2007

Show Portraits

Special Advertising Section

Baldor Electric Company



Baldor Electric Company designs, manufactures, and markets a broad line of energy-efficient electric motors, adjustable-speed drives, linear motors, motion control products and generators. We have more than 6,500 different stock products available for immediate delivery. Our custom products are available in two weeks or less - the shortest lead times in the industry. Baldor products are manufactured at 16 locations - 15 in the U.S.A. and one in England.

We support our worldwide sales offices and warehouses from our home office in Fort Smith, Arkansas. Baldor products are available 24 hours a day, every day of the year. We have sales offices and warehouses throughout North America and international affiliates in Europe, Latin America, the Pacific Rim, and Australia. Products are sold in more than 60 countries to distributors and original equipment manufacturers.

Baldor leads the industry in delivering information to our customers through our award-winning CD-ROM and web site, as well as numerous printed catalogs. We also offer many different training classes for distributors and customers to help them learn our products and competitive advantages. Over 10,000 students have benefitted from this training.

We also have an ongoing commitment to employee education. Baldor employs nearly 3,800 employees worldwide and believes that well-trained employees make a better product. We also believe that better products translate into better value for our customers and shareholders. We have been selected by Training Magazine as one of the top 100 training companies in America.

Many years ago, Baldor carefully defined "Value" in terms meaningful to our customers. Value is defined in terms of Quality and Service (both as perceived by the customer) in relation to Cost and Time. The result is a value "formula" which guides our thinking and directs our work every day.

$$V_p = \frac{Q_p \times S_p}{C \times T}$$



Contact:

For more information about Baldor, contact us at 1-800-828-4920 or visit our web site at www.baldor.com

Bosch Rexroth Corporation



End users have spoken: the next generation of food processing equipment and packaging machines need to be smarter, safer, more reliable, and more flexible.

All-servo Gen 3 machines began the process by providing faster changeovers, reduced waste, and higher throughput. Now GenNext™ technology moves beyond Gen 3, using the power of distributed intelligence to make machines more reliable, more productive, safer, and easier to operate. GenNext not only embraces electronic servo actuators, but also brings its advantages to pneumatic, hydraulic, and linear motion systems, putting multiple control disciplines in the hands of machine designers and users.

And a wide range of modular conveyor and structural aluminum framing systems optimizes process flexibility while ensuring cost-effective adaptability to every opportunity. GenNext takes advantage of the ability to distribute intelligence throughout a system, rather than centralizing it.

GenNext thus opens new possibilities in machine design and operation by putting sophisticated intelligence closer to the action, performing a range of processing tasks locally, and offloading the central control system.

While the driving force behind GenNext is sophisticated drive and control, the benefits are multifaceted. Rexroth products are already known as rugged, reliable performers offering higher productivity, longer life, conveniences in installation and use, and exceptional performance. But it's through the integration of these products that GenNext delivers its greatest value.

Find out how GenNext Technology from Bosch Rexroth can improve the uptime, productivity, ease of use, and connectivity of your food processing and packaging machines ... and reduce costs as well.



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