

# OGURA

"What you need in a clutch"®



Volume 50 • First Quarter • 2012

## OGURA EXHIBITS AT TOKYO AUTO SALON

In January, Ogura exhibited their aftermarket and racing products at the 2012 Tokyo Auto Salon. This year, two brand new products have been added to the product line. The first is marketed under the ORC brand and is a new engine clutch for Japanese domestic market. The second is marketed under the Argos brand and is an engine clutch made for the Porsche 911 and BMW Mini. The addition of these two new clutch series will allow Ogura to expand into additional car markets.

Overall, the show had more visitors than last year and the Ogura booth had a significant increase in visitors over last year. •



Potential customers checking out the new racing clutches



Ogura booth showing racing products for domestic and imports

## OGURA CORPORATION RECEIVES FORD Q1 AWARD

*Chesterfield, Michigan*

Last quarter, Ogura Corporation in Chesterfield, Michigan was awarded the Q1 Award from the Ford Motor Company. This Ford program requires that a supplier's manufacturing facility achieves excellence in four key areas which are: manufacturing systems, continuous improvement, ongoing performance and satisfied customers. This award is important within Ford because Ford will consider Q1 suppliers before considering non Q1 suppliers for new business and demonstrates that a supplier stands shoulder to shoulder with the best supplier in the world.



Tim Teller, OC President, Greg Smith, Ford STA manager and Jason Dryja, Ford Site STA,

The ceremony was attended by Ogura Corporation's management as well as Mr. Ogura and other senior Ogura managers from Japan. Ford also had two managers from their supply group as well as three representatives from their supplier quality group. A video of the ceremony can be found on Ogura Corporation's new website ([www.oguracorp.com](http://www.oguracorp.com)) under the video link. •

## New Sales Rep Profile

### Mario Bugo

Ogura Sales Representative (Italy)



Mario Bugo

Ogura's sales representative in Italy, Wide Automation, is expanding their sales engineering department with the hiring of Mario Bugo. Mario received his mechanical engineering degree from the University of Bologna, Italy. Unlike traditional U.S. colleges where degrees are earned in four years, the mechanical engineering degree that Mario earned was a five year program. He has also taken an additional course, (Practical Mechanical Design) at the CEGOS institute in Milan, Italy. Prior to joining Wide Automation, he was a project leader of mechanical devices in an OEM's R&D department. For the ten years that he worked in that department, he was mainly concentrating on linear and rotary actuators. Prior to his R&D experience, he worked for five years in machine design for automated assembly production lines.

When he is not at work, Mario enjoys spending time with his children, Pietro, 5, and Lucia, 4. His favorite hobbies and sports include fishing, sailing, skiing, trekking, reading and movies. He also enjoys playing volleyball, tennis and basketball with friends.●

### QR CODES TO BE ADDED

Somerset, NJ

For 2012, Ogura will be adding quick readable codes (QR codes) to its advertising and catalogs so that customers with cell phones can simply scan the code and they will be taken to the relevant page on the Ogura website. Codes will be placed on all employee and sales rep business cards which will allow customers to quickly scan the code and enter all contact information in to their database. QR codes also will be placed on this issue and all following issues of the newsletter, a scan of this code will go to the archived newsletter section on the Ogura website.●

### REDESIGNED OGURA JAPAN WEBSITE RELEASED

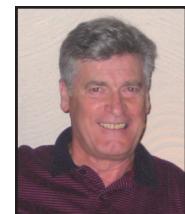
Ogura Japan has completely redone the Japanese website. The new site makes it easier for visitors to navigate within the site by including larger product buttons that show a small picture along with the product description and have arranged those products within the five key markets that Ogura serves.

The old site also used an older style of character encoding for Japanese characters which made it difficult for some computers to read. The change to the universal UTF-8 standard will allow the characters to be displayed on any computer and also make it easier for machine translators to translate the Japanese text. The new site programming also allows content to be updated more quickly without major programming. Additionally, the keywords and meta-tags have been updated so the various clutches and brakes on the site can be more easily indexed by search engines. If you wish to see the new site, please visit [www.oguraclutch.co.jp](http://www.oguraclutch.co.jp)●



#### In Memoriam

On February 23rd, Ogura's sales rep for New England, Dave McPherson, died from a massive heart attack. Dave was 69 years old and had been working with Ogura for the past 24 years. (The application story on the next page is from one of Dave's customers.) He will make one final trip to his birthplace and have his ashes scattered along the coast of Scotland.●



# Application Story

## *It's About Time...*

### *Automatic Winding System with an Ogura Clutch*

Maine

**B**ack in the Seventeenth Century, descending weights were used to run clocks in Towers. Manually resetting (or winding) of the tower weights was probably a pretty good job in 1636. But in 2012, it's not so good.



**FIRST PARISH CONGREGATIONAL CHURCH  
(United Church of Christ)**  
**180 York Street, York, Maine. Church first built in 1636, restored in 1747. Re-Fitted with Ogura Electric clutches 2011.**

In many communities, there is a push to restore original clock works to historical buildings. An automatic winding mechanism is then required for each function of the clock. If the clock has two functions, time and hour toll (as our example does), it will require two automatic winding mechanisms.

Balzer Family Clock works of Freeport Maine builds automatic winding systems designed to be installed or removed without any damage or modification to the clock movement and without the need to remove any of the mechanical components thus preserving the historical and chronological value of the timepiece.

Attached to each wind arbor is a sprocket and chain fitted to an Ogura CT 20 Electric clutch, then to a gearbox and motor assembly that will wind the weights.

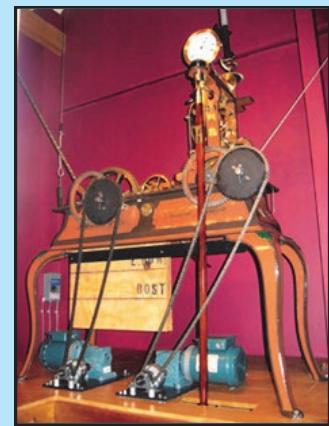
As the clock runs, the clutch is disengaged so the motor/gearbox is completely disconnected and the weights fall via gravity. At the end of the weight's travel, it hits a limit switch. This causes the clutch coil to become activated generating a magnetic field which pulls the armature engaging the clutch to the motor gearbox. At the same time, the motor gear box turns on rewinding the clock weights at a slow, but steady speed. Once the weights reach their upper limit, it trips the upper limit switch disengaging the clutch and turning off the power to the motor and the weights, once again, start their slow descent.

The bottom switch is located about one foot up from the bottom of the track so that if there were ever a power outage, at the time the weights would wind, the clock would continue to run. Since the weights would still be engaged with the limit switch the weights would wind once the power is restored. The company constructs these automated winders and customizes them for each unique tower.

Balzer Family Clock Works designed Ogura CT 20 clutches into their time and labor saving machine due to their small compact size, corrosion resistance, high torque and ease of installation....

There is an old joke: The proud owner of an impressive new clock was showing it off to a friend. 'This clock,' he said, 'will go for 14 days without winding.' 'Really?' replied his friend, 'And how long will it go if you do wind it?'

If Balzer Family Clock works has anything to say about it, with Ogura clutches in the design: it will go forever...•



*Original clockworks with manual winding chains replaced with clutch and motor gearbox*



*Ogura model CT20 electromagnetic clutch*



*Happy Spring from the Staff of Ogura Industrial Corp.*

100 Randolph Rd. • P.O. Box 5790 • Somerset, NJ 08875

Tel: 732-271-7361 • Fax: 732-271-7580

Email: [oguranj@ogura-clutch.com](mailto:oguranj@ogura-clutch.com) • [www.ogura-clutch.com](http://www.ogura-clutch.com)

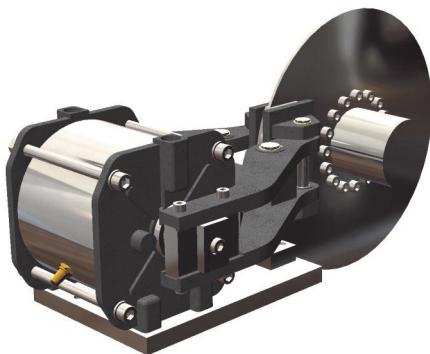
*Visit us on Facebook and YouTube.com*



## In The News

### NEW PRODUCT RELEASE FROM OGURA

**W**ith the continued interest in caliper brakes in both electric and hydraulic styles, some Ogura customers have also requested that Ogura produce a pneumatic style spring-engaged caliper brake. From these requests, Ogura has developed two series of spring-applied, pneumatically released caliper disc brakes. These are the ANB-1100-CP and ANB-2300-CP. The 1100-CP has 11,000 newtons of clamping force and the 2300 has 23,000 newtons of clamping force. The actual torque applied to a given application is a function of the size of the disc. The disc for either brake would be customer supplied.



*New spring-applied pneumatic caliper brake*

The new brakes from Ogura have stationary cylinders that make them highly reliable and very resistant to vibration. Even though the brakes can produce a tremendous force, they are relatively lightweight for their size and take up significantly less space than an equivalent single-face brake. So, they are ideal for applications, such as wind turbines and railcar shuttle equipment because any time pneumatic pressure is lost, the brakes can come on and hold in an emergency.●

### OGURA EXHIBITS AT M-TECH

*Tokyo, Japan*

**L**ast quarter Ogura exhibited at the 15th annual Mechanical Components and Materials Technology Expo (also known as M-Tech). In addition to the wide variety of industrial clutches and brakes on display, Ogura highlighted some of the new low profile spring applied brakes and new specialty brakes with manual release mechanisms. A number of demonstration machines were also part of the booth. This allowed potential customers to see the performance of different types of clutches and brakes. The Ogura booth was busy with visitors and overall the show was well attended which is a good sign for the Japanese economy.●

### OGURA CORPORATION CREATES NEW WEBSITE

*Chesterfield, Michigan*

**L**ast quarter, Ogura Corporation unveiled their new website. The new site highlights Ogura's electromagnetic clutches and over-torque protection clutches for car air conditioning systems and Ogura Corporation's forging capabilities. The web address for the new site is [www.oguracorp.com](http://www.oguracorp.com)●



*Ogura Corporation's home page*