

Brake and Accelerate SKF President/CEO Discusses Global PT Market at Hannover

All the talk of the next industrial revolution is very true, according to Tom Johnstone, president and CEO of SKF. "It's really a question of what area of the world you're talking about," he recently said during an interview with *Power Transmission Engineering* at Hannover Messe. "We're facing different speeds in different parts of the world. Some market segments are more challenging than others. You have to put on the brakes in some areas and accelerate in others."

Whether it's North America, Asia or Europe, Johnstone said that SKF (headquartered in Sweden), has made a push recently toward expanding its global reach by moving closer to its customers. "How do you make your products not just a passive part of the equipment but an active part? This is a question we ask regularly and it's SKF's goal to bring our knowledge, our technologies and our products to our customers so they can improve productivity and reduce costs."

SKF currently has 21 Solution Factories across the globe. According to Johnstone, these facilities offer knowledge and resources that cover the various technology platforms at SKF. "We're hoping to have 50 total Solution Factories in the next three to four years. These factories bring us closer to our customers and let us become a more integrated part



Tom Johnstone, SKF president and CEO



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of their business. And each one is unique depending on the area. It's like a buffet table of the many different services that we provide."

"The Perth (Australia) Factory, for example, is focused on mining and rail applications. The Houston (Texas) facility is centered on the oil/gas industry. Cleveland (Ohio) is focused on heavy industry and machine tools. Additionally, we have mobile factories that we can take out to a specific industrial segment. Mobile mining factories, for example, allow us to refurbish and recondition large bearings directly at the mining site," Johnstone said.

Digital/Mobile Solutions

SKF continues to offer the latest technology solutions to best communicate with both its employees and customers. Since launching the SKF cloud in November 2012, the global network of SKF Remote Diagnostic Centers have been connected, bringing together global IT solutions and making all application data accessible in a single cloud-based system. This collective data reflects the company's desire to assist in diagnosing and solving customer machinery maintenance issues in applications across all major industries worldwide. SKF Asset Diagnostic Services can now leverage and share this knowledge, and at any time of day, SKF service engineers — located in time zones around the world — can be available to provide support in response to any problems that their remote diagnostics systems have identified.

SKF mobile apps (available to employees, customers and students) are another set of tools that provide useful and current information under the Knowledge Engineering theme. With apps like Bearing Calculation, SKF Care, Distributor News and a Web Customer Link, SKF is staying ahead of the game in mobile technology.

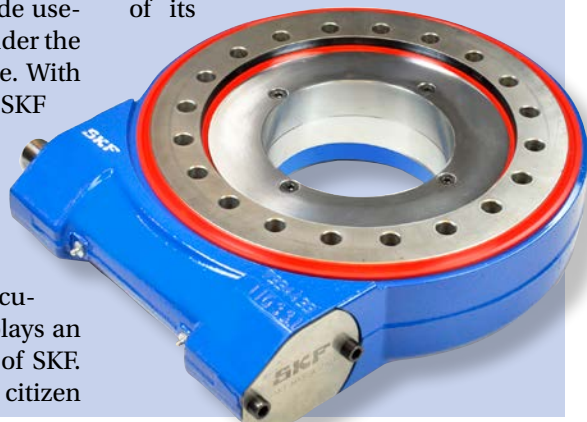
"Our continued development in global mobility, particularly with the SKF Care app, plays an important role in the history of SKF. Being a responsible corporate citizen

in the communities where we live and work has been a part of our daily operations since SKF started over 100 years ago," Johnstone said.

SKF Care is separated into four distinct areas including Business Care, Employee Care, Environmental Care and Community Care. This and other mobile applications allow smart phone users to access a content-heavy database of engineering solutions, case studies and other resources for both internal and external use. SKF's mobile network was proudly displayed during Hannover Messe and attendee questions were answered by Robin Ottenfelt, global mobility development at SKF.

SKF's Role at Hannover

Johnstone took time during the show to discuss SKF's massive booth in Hall 22. "We have a great deal of new products and technologies here at Hannover," Johnstone said. "SKF is launching its extended life spherical plain bearings and rod ends. These are aimed primarily at applications in the farm, forestry and construction sectors. We have new systems for solar applications including the SKF Solar Linear Actuator and Solar Hub that will contribute to the reduction of CO₂ emissions by increasing energy production. There's also a new motor solution for aeration blowers in wastewater facilities, which can reduce energy consumption by up to 40 percent. A standard wastewater plant roughly uses 80 percent of the energy on the blower." In addition to these products, Johnstone also commented on new global additions to SKF's Solution Factories, the continued success of its



network of Remote Diagnostic Centers and its new condition monitoring system known as SKF Insight.

At the front of these various new developments is SKF's condition monitoring platform, SKF Insight. "It's certainly a new development in the way we monitor bearings in challenging applications," Johnstone said. "This condition monitoring technology will allow our customers to have more control of their machinery and equipment, which will lead to a decrease in costs as well as an increase in reliability."

The U.S. Market

SKF's history in the United States dates back to 1909 when the SKF Ball Bearing Company was founded in New York. Today, the company is based in Pennsylvania and provides products and solutions through a network of more than 4,000 U.S.-based authorized distributors. Johnstone is excited about the opportunities for SKF in North America. "Ten years ago, labor costs were a real problem and it took six to eight weeks to get something from Asia to the United States. We see a huge opportunity for reindustrialization in the U.S. market today."

Although the wind market has been rather stagnant in North America, Johnstone believes it will probably reach the peaks it did five years ago and start developing more positively. He's also excited about solar power potential even though renewables account for only six percent of

SKF's business. "There's still opportunities in oil and gas in North America and we seem to be a bit enamored with shale gas at the moment. These are interesting developments if the opportunities in shale can lower energy costs and create energy independence."

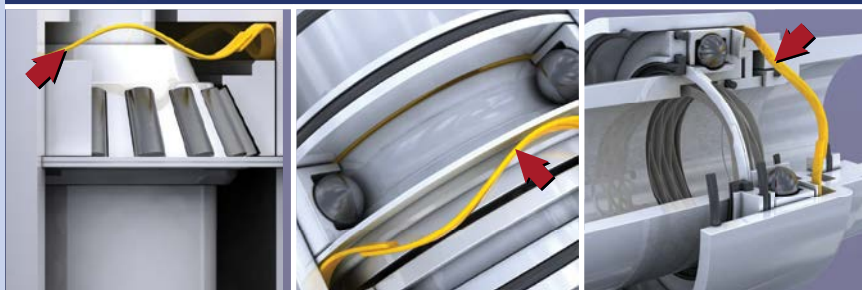
Johnstone is excited about SKF USA and its goals moving forward, "We have made a lot of big investments in the United States and I expect SKF to continue to grow significantly in this market in the future."

The Future of SKF

Johnstone reflects on the future of the entire organization with equal

enthusiasm. "I've been with the company for 36 years and the evolution is astounding. We've managed to get closer to our customers through our Solution Factories and our mobile technologies. It makes it that much easier for us to be a better partner to our customers. It's our commitment to them that brings the most value back to our organization." **PTE**

Tom Johnstone has been with SKF for 36 years. He has held several management positions within the SKF Group until becoming president and CEO in April 2003. He served as an executive vice president at AB SKF from 1999 to 2003 and president at the SKF Automotive Division from 1996 to 2003. Holding an Honorary Doctorate in Business Administration from the University of South Carolina, USA, and an Honorary Doctorate in Science from Cranfield University, UK, Johnstone has held senior management positions within SKF since 1987.



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