



Motor Specialty Makes O.E.M.'s Job Easier with Drop In Replacement For Baldor Subfractional DC

INTRODUCTION:

In late 2018, ABB announced that their production of Baldor-Reliance gear motors and sub-NEMA motors, manufactured in Clarksville, Arkansas, were coming to a halt. Leaving Baldor-Reliance customers, like Goodway Technology Corp. without a sub-NEMA motor supplier. As of June 1st, 2018, they were no longer accepting any new orders. This was a shock and struggle for many.

The short notice left many O.E.M.'s with crippling supply chain short falls, resulting in rushed re-engineering to make what is readily available in the market a "forced fit."

CHALLENGE:

With the main supplier of Baldor-Reliance gear motors and sub-NEMA motors shutting down, Goodway (Technology Corp.) was left with many questions on where to turn next. Their engineering team had to get busy with finding a new company to supply their needs. Not only did they have the pressure of finding a new supplier, but Goodway stated, "It was also finding a manufacturer that had a motor applicable for their applications, met their expectations with excellent customer service all while fitting into their budget."

SOLUTION:

As Motor Specialty Inc. saw this debilitating effect for many American O.E.M.'s, they sprang into action. After purchasing the Clarksville plants DC motor manufacturing cells, their engineering team quickly made a plan, coming to the aid of Baldor-Reliance Universal AC/DC motor and permanent magnet DC motor customers. Motor Specialty offered DC, AC/DC Universal, Shunt wound and PMDC motors that are similar in fit, performance, and application to Baldor-Reliance's discontinued Clarksville plant products. Including Totally Enclosed Non-Ventilated (TENV) motors, Right angle worm gear, and Parallel shaft gear motors. MSI was able to provide customers with quick solutions.

BENEFITS:

The benefit of using this American made motor is that it is a versatile AC/DC universal motor that is suited for specialized applications with multiple configurations. From 1/50 THRU 1 HP, this flexible motor packs a punch. The model 2500 was the direct replacement for Goodway. The customer requirements included custom shaft, custom cords, special paint finish, custom labels, and matching drive-end end-bell. Motor Specialty was able to accomplish this by utilizing their standard model 2500 motor with minor modifications. Motor Specialty Inc. provided Goodway with samples and customizations that would suit their Baldor-Reliance Motor replacement demands. Goodway stated that the samples "were exactly what they needed in order to test it in their application." This allowed them to make their final decision on working with us. Motor Specialty listened to all their requirements to achieve the motor that worked for them.

RESULTS:

Goodway stated, "MSI has been great to work with. There have been no issues. They quickly follow up with any questions or concerns we may have, and everything is very straight forward and easy." Motor Specialty takes pride in their work and dedicates time and resources to their customers to achieve everything they need for their motors. Key factors that sold Goodway on working with Motor Specialty were that "it was the right motor for the right application, they have great quality motors, fantastic customer service and always have on time delivery." MSI strives to always ensure quality products and exceptional customer service.

