



We were one of the first to import high-quality bearings. Customers didn't realize that it was possible to get good quality overseas, so we had a competitive advantage. Most bearings come from overseas, and our advantage was eroded. We didn't want to become a provider of commodity products, so we have re-oriented toward value-added services.

➤ [Jim Dorn, Mechanical Power, Inc. \(R\)](#)

We started moving toward a more comprehensive supply-chain solution. Our goal with our customers is to identify their pain points and then provide a total solution, rather than just selling them an off-the-shelf part.

For example, our experienced engineers can create a custom sub-assembly that might include both a bearing and the associated power transmission products that a customer needs for their equipment. Rather than selling those parts separately for them to assemble themselves, we create a custom solution for the machine. The customer saves time and money.

We want our customers to know that we understand their supply chain. We can deliver products to them efficiently and manage their inventory for them. Our emphasis is on becoming a true consultative partner in everything they do. This approach is working – customers realize that the service we provide is just as important as the parts we deliver.

We've increased our staff 50 percent. We're creating American jobs in the Midwest with products sourced both globally and locally. In manufacturing today, you need a comprehensive strategy. American Chartered understands that, and they've been a good partner while we've refocused and expanded our business.

➤ [Doug Zwiener, President, Mechanical Power, Inc. \(L\)](#)

