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**10 Things Everybody
Ought to Know About
Custom Gearmotors**

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White paper details key considerations in making standard vs. custom decision with emphasis on maximizing overall lifetime value for electromechanical machinery and equipment designs.



St. Charles, IL - September 17, 2009 - With heightened focus on budgets and time to market, engineers continue to face a quandary when designing new electromechanical machines and equipment: whether to design "around" a standard off-the-shelf gearmotor or to specify a custom gearmotor meeting their exact requirements. In response to growing concerns on this issue, [Bison Gear & Engineering Corp.](#) has analyzed its customer interactions and relationships and produced a new white paper covering the "[10 Things Everybody Ought to Know About Custom Gearmotors](#)". "We've taken a non-Bison-specific approach in this white paper so that design engineers as well as OEM purchasing authorities will find it helpful, no matter what size or type of gearmotor they may use or who their supplier may be," said John Morehead, Bison Gear vice president, strategic planning and marketing. "The most important finding, drawing on nearly 50 years experience, is the necessity to involve one's gearmotor supplier's application engineers as early as possible in the design process. Inevitably, that ensures the best overall machine performance, durability and cost position." Some of the other key issues covered in the white paper include the value of proprietary gearmotor specifications, reasonable lead time expectations for custom engineered prototypes, benefits of an expanding product portfolio, production scalability and value-added opportunities.

The new four-page white paper can be downloaded at BisonGear.com.

About Bison Gear & Engineering Corp.

Founded in 1960, Bison Gear & Engineering Corp. designs and manufactures fractional horsepower electric motors, gearmotors and gear reducers used in industrial and commercial OEM applications worldwide. Bison's strong engineering tradition, based on Robusticity™ principles, offers products with up to twice as much torque in the same package size as competitors. Bison's St. Charles, Illinois integrated production facility manufactures gearmotors and reducers in parallel shaft and right angle configurations, as well as AC and DC electric motors, for applications where dependability and long lifetimes are important. www.BisonGear.com

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