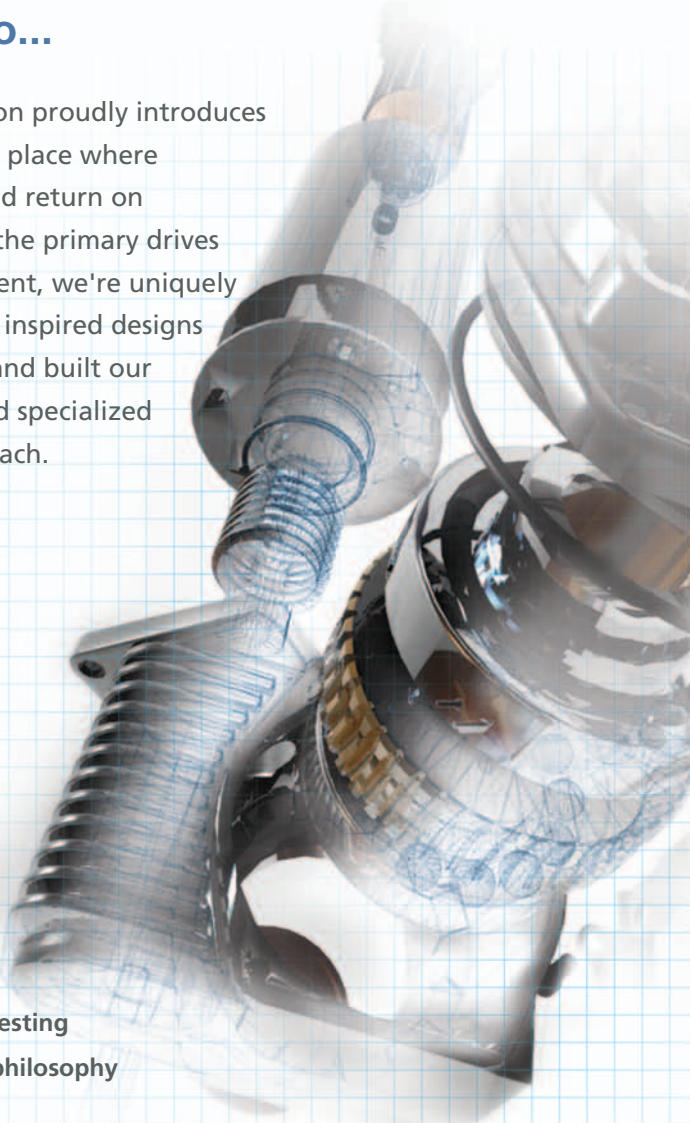


# Got a need for Speed?

## Accelerate the Design Process with Bison's NEW Industrial Design Studio...

Celebrating our 45th anniversary, Bison proudly introduces the Bison Industrial Design Studio... a place where innovation, product development, and return on investment coincide. As designers of the primary drives for a wide variety of original equipment, we're uniquely positioned to help you with new and inspired designs of your equipment. We've designed and built our own dedicated machining centers and specialized test gear, so we practice what we preach.

- Proprietary custom designs
- 3D Modeling and TRIZ methodology
- Rapid prototypes
- Cost effective design solutions
- State of the art facilities
- Advanced design tools
- Highly qualified design team
- Motor and motion control design
- Gearing and transmission design
- Agency compliance engineers
- Excellent design and OEM track record
- Machine lifecycle and environmental testing
- Robusticity® – reliability based design philosophy



DESIGN STUDIO

Visit us at Booth #2024

National Design and Engineering Show  
March 7th - 10th.  
McCormick Place, Chicago

**Innovation...**  
We make your products go!™

**BISON**

**1-800-AT-BISON**  
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3850 Ohio Avenue St. Charles, IL 60174



## **For Immediate Release**

**Send Inquiries to--**  
**Bison Gear & Engineering Corp.**  
3850 Ohio Ave.  
St. Charles, IL 60174  
800-282-4766

March 7, 2005

Booth No. 2024 NDES

## **Bison Introduces the "Industrial Design Studio" at National Manufacturing Week**

Chicago, IL - - Now every company can draw on a forward thinking design team of experienced engineers and scientists with the expertise and resources to bring a project online in a timely and cost efficient manner. Bison Gear & Engineering, long recognized for its quality design and prototyping capabilities, has introduced the "Bison Industrial Design Studio™". The benefits of using the Industrial Design Studio are: Faster time to market, lower cost, and a methodology which contributes to the best possible design for high productivity, long life, and meeting future needs.

An Industrial Design Studio design team can be assembled to design and prototype a gearmotor, a complete drive system, or a complete machine. Designing for manufacturability, the engineers and scientists on the team will have access to: CAD, CAE, FEA, electric motor design software, system modeling tools, and Triz software. Managed by a Bison Project Manager, the team will also have the resources of a dedicated prototype facility with the latest machining centers for rapid prototyping, and an environmental testing lab for life cycle, and UL and CE testing.

Now every company can utilize the best in design engineering, prototyping, and testing and bring the best possible product online, on time and on budget! Even smaller companies,

companies that have downsized engineering departments, companies that traditionally outsource these services, or companies that have fallen behind schedule.

Bison Gear & Engineering Corp. located in St. Charles, IL has been supplying gearmotors, reducers, and motors for heavy-duty commercial products and applications for almost 45 years. A member of the American Gear Manufacturers Association (AGMA), Bison meets and has helped set industry standards for gearmotors and reducers. Bison's quality/design philosophy of "Robusticity™" is one of the many reasons their gearmotors, reducers, and motors are found in many of industries' most demanding applications.

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