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The Italian site is now producing its spherical roller bearings under the NTN brand

Over the past 5 years, NTN Europe has made significant investments, with more to follow, in order to modernise its Italian production site based near Turin. The work already carried out has enabled us to align the manufacturing processes and adopt the same quality standards as those applied by NTN in Japan. By adopting the architecture of the bearings with the NTN W33 design, the leader in precision mechanics can now apply the NTN brand to the vast majority of its production and thus benefit from its recognition in the global market while optimising the performance of its parts.

Since 2017, the Italian production site, which specialises in the manufacture of spherical roller bearings, has seen continuous improvements, thanks in particular to the support of the parent company located in Japan. A delegation of three people supported the adaptation of the manufacturing processes and the training of the teams in order to bring about an improvement in production quality at the Italian production site, in line with the high standards of Japan. The work accomplished is now reflected in the changeover from the SNR brand to NTN.

"Indeed, in order to market a product (previously SNR) under the NTN brand, its design must be consistent with that of Japan. Thanks to the substantial investments made, both in the production tool and in the training of the teams, we are pleased to have reached the required production standards: the NTN W33 premium design is now in force at the Italian production site. In practical terms, this means that we are gradually applying the NTN brand on the products we manufacture in Italy," explains Pierre Hingrez, Product Marketing Manager.



Whereas previously the production site's stocks consisted mainly of SNR products, the brand changeover which was initiated in March is actively continuing. The core range is already authorised for this changeover to be marketed under the NTN brand, and by the beginning of 2023 90% of all these references will be produced under the NTN W33 brand.



In a competitive market, the NTN W33 premium design products offer clear competitive advantages over the former spherical roller bearings design. The 20% faster speed and 24% greater load capacity result in a doubling in the service life. Compared to the premium designs of its main competitors, the NTN W33 premium design has been considerably extended across the main series and symbols of the market and has on average the highest load capacities, a key factor in spherical roller bearings. This performance reflects both the quality of the materials used and also the bearing design. Particular attention has been paid to the cage, which remains perfectly guided and centred on the rollers at all times.



By thus eliminating the guide ring, the bearing offers many advantages:

- Reduced friction because fewer components are in contact,
- More free volume inside the bearing for improved lubrication,
- More space available to maximise the size of rollers, which can thus bear greater loads.

In addition to these technical characteristics, the changeover to the globally recognised NTN brand will enable the Italian production site to benefit from a solid reputation.

"The Italian spherical roller bearing production site is now focused on supplying the world, excluding the Asian market dedicated to local Japanese plants. With this rebranding, NTN Europe will be able to look to new markets and consolidate its presence in existing ones. This year, sales from the Italian production site to the American continent and to other NTN subsidiaries rose by 60%. The generation of this new NTN branded stock will help to boost further these excellent results," says Pierre Hingrez.



For more information, visit the [NTN website](#).

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