



# Action Bearing

Service. Inventory. Solutions.

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## NEWSLETTER

March 2014

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### FOCUS POINT

There's just something about spring.

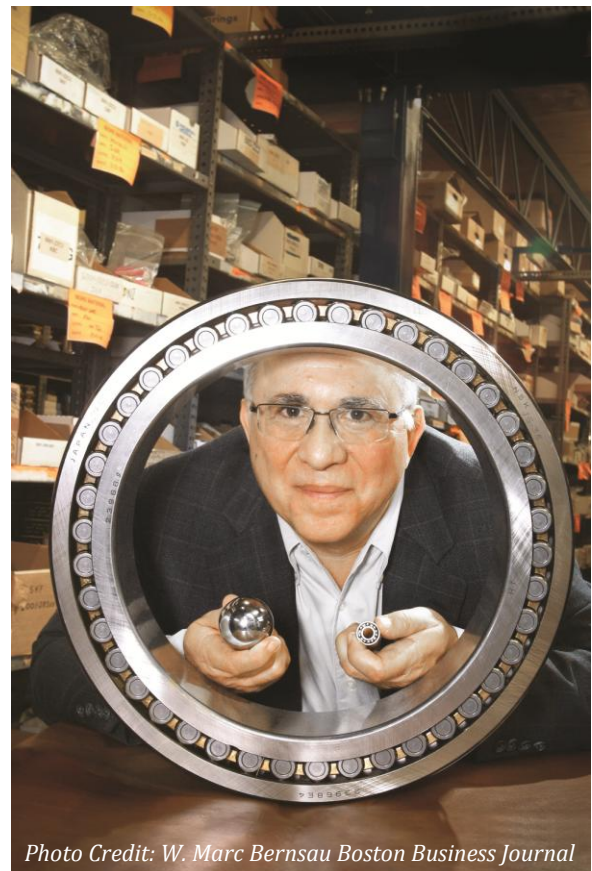
Perhaps it's the start of the baseball season. Maybe it's the first signs of blooming and growth after long, cold winter. But there is something about this time of year that puts a bounce in everybody step.

Business-wise, spring offers a reminder of why we do what it is we do. Why? Because we feel that same "bounce in our step" spring feeling every time we help a customer with their bearing needs.

When it comes to bearing needs, no two customers are the same. How much each customer knows about bearings also varies by person. The combination of those two variables can present a challenge when it comes to making sure each customer gets the correct bearing for their situation.

With our team of experts, the challenge becomes: (a.) determining the need and (b.) finding the bearing. Most times, we will have that bearing in stock. Other times it will take some digging and searching.

It's on those occasions where it takes a little more than searching our warehouse that we derive the most satisfaction. And that bounce in our customer's step then becomes ours.



*Photo Credit: W. Marc Bernsau Boston Business Journal*

*Steve Katz, President of Action Bearing displays a few bearings among the thousands in stock.*

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### We're Here for You

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## Freeze frame! Action Bearing positions new photography division

For many videographers and photographers, you only get one opportunity at a shot and you absolutely do not want to miss it or get an out-of-focus shot because your tripod failed to remain locked in place. By maintaining your equipment with the proper bearings, you can keep your focus, literally and figuratively, on the shot at hand. And that's why Action Bearing recently launched a new division to supply bearings and related products for stillness equipment used for both traditional photography and video cameras.

Hand-held gimbals and aerial mounts, typically used to photograph and video high-speed sporting events like the recently concluded Olympics, are a primary market for Action Bearing products. We also sell needle, ball and plain bearings, as well as lubricants and adhesives as part of this new division.

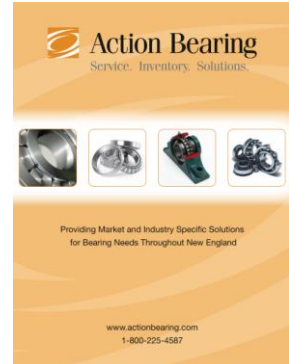
"A manufacturer of some of the best known equipment in Hollywood recently approached us about a high-speed track mounted camera system, meant to film high speed sports such as speed-skating and horse racing. With high speeds and relatively large moment loads, he had been unable to find a bearing with tight enough tolerances, that could perform consistently," said Steve Katz, president of Action Bearing. "After a couple of phone conversations, we identified the appropriate bearing. Weeks later the manufacturer called to thank us. His product was working perfectly and the only performance that was more impressive than the athletes' was his camera's."

As part of the new division, photography division, customers have access to industry specialists for recommendations on the right bearings for mounting units for both video cameras and still photography cameras. Action Bearing Marketing Specialist Mike Quinn is responsible for the Photography division. He can be reached by e-mail at [mquinn@actionbearing.com](mailto:mquinn@actionbearing.com) or by calling 1.800.225.4587.



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## What Makes Us Unique



### Our Bearing Detective

Online product catalog & comprehensive reference tool

Worldwide sourcing

One-stop shopping

Over 3 million bearings in stock ranging from 3mm to 3ft

Same day shipping

24/7 service

Fixed price program

OEM parts interchange

OEM and MRO experts