



Action Bearing

Service. Inventory. Solutions.

NEWSLETTER

December 2013

FOCUS POINT

If I had to pinpoint one reason why Action Bearing has been able to stay in business as long as we have—we first started in 1957--it would be gratitude. Our customers have options on where to buy bearings and we sincerely appreciate them choose Action Bearing.

Now, the most important thing about gratitude is how you show it. Being pleasant and helpful over the phone certainly is one way. Yet showing gratitude goes beyond just saying, “how can I help you?” and thanking the customer for their business. Showing gratitude means making the experience of working with your company easier than the customer might have imagined.

How do you do that? Polite and courteous marketing reps and customer service staff is a great start. Product knowledge is another. We hire experienced marketing representatives with expertise in their specific industry. If a customer has questions, they get answers.

Finally, the ultimate show of gratitude is going the extra mile. Action Bearing stocks literally dozens of different types of bearings to best meet our customers' needs. There are times when we do not have the bearing a customer needs in stock. We then lift heaven and earth to get it.

When it comes to gratitude, you can talk the talk. To stay in business and retain customers, you have to walk the walk as well. And we strive for that on a daily basis.

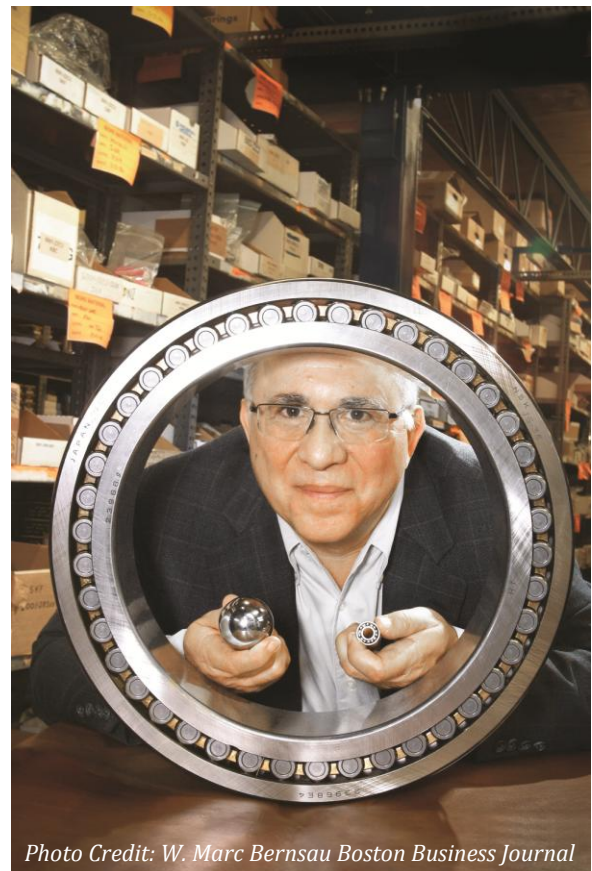


Photo Credit: W. Marc Bernsau Boston Business Journal

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

We're Here for You

Call Toll-Free: 1-800-225-4587 | Outside the US Call: 617-782-1400 | Fax: 1-800-252-1996

Email: info@ActionBearing.com | www.ActionBearing.com

Action Bearing Co. | 201 Brighton Ave. | Boston, MA 02134

Action Bearing stands Boston Strong with prosthetics niche



As a Boston-based company, the tragedy at the Boston Marathon really hit home. The recent creation of the prosthetics division gives us a great opportunity to serve many of those victims who received their prosthetic limbs from one of our clients, a local prosthetics company north of Boston. Not to mention the wounded veterans from the last dozen years of conflict overseas.

Led by industry solutions expert, Rick Piracini, Action Bearing's knowledgeable prosthetics team assists clients in determining which bearing technologies would be most suitable (Control bearings are ball bearings that allow the client to replicate the movement of the ankle). This starts by taking into consideration the specifications, recommendations, maintenance strategies, fatigue life and wear resistance of the bearing in relation to the prosthetic.

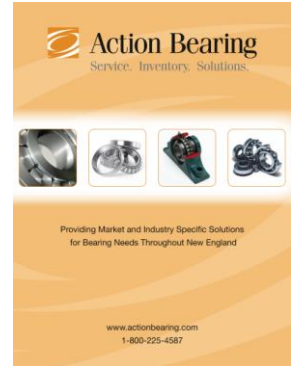
All prosthetics bearings receive the highest scrutiny for effectiveness and durability. All movements have to be supported with extremely high precision and reliability in every axis. This provides smooth running, high load capacity, rigidity and long life.

For more information for bearings for prosthetics, you can contact Rick Piracini in the Robotics and Automation division directly at 866-995-8765 or e-mail rickp@actionbearing.com.



We've been featured in
Medical Developments
<http://goo.gl/7aZsHg>

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