

Bearing Industry Matrix

GROUP 1. World Class Bearing Manufacturers	GROUP 2. Specialized Bearing Manufacturers
<ul style="list-style-type: none"> • Premium brands • Multinationals • Market leaders in the related area of main influence • Vertically integrated for the highest consistency • Comprehensive available product range with track record • Full-scale global network (production and distribution) • Top level of knowledge with tradition • Strong R&D activity • High level of innovation • Strong I.P. activity • Covering most applications (industrial, automotive, railway, avio and machine tool) 	<ul style="list-style-type: none"> • Niche players • Medium-scale corporations • Low-medium rate of vertical integration • Limited product range, but with expertise • Spotty international presence • Valuable knowledge with track record on the limited product range • Good level of R&D and innovation • Strong I.P. Activity • Operational flexibility • Focus on value-added effective solutions (product and service) • Attitude and approach based on corporate consistency for product reliability
GROUP 3. Manufacturers from the former Soviet block	GROUP 4. Emerging Markets Manufacturers (including Private Labels and Spurious Sources)
<ul style="list-style-type: none"> • Previously state-run firms • Privatized in parts or merged by premium brands • Limited level of innovation, R&D and I.P. activity • Standard product range, mainly small/medium size for common applications • Basic technology (partially upgraded) • Low level of efficiency • Discontinuity in experience and know-how due to brain drain of specialists 	<ul style="list-style-type: none"> • Price-oriented • Production on order without track record • Focused on domestic market for high-batch production • Short-term experience of international markets and applications • No vertical integration/mix of outsourcing • Dysfunctional organisation methods • Basic technology and material for light-duty conditions • Basic knowledge of manufacturing processes • Weak knowledge of bearing applications engineering • Weak background (e.g. formal conformity and compliance, representations and warranties) • Lack of pre and post-sales service organization • Lack of modern advanced engineering tools (copy-based engineering) • Lack of R&D and I.P. activity • Risk of discontinuity and unsustainability of production • High probability of bearing failure

RKB Positioning



GROUP 1. World Class Bearing Manufacturers

- Premium brands
- Multinationals
- Market leaders in the related area of main influence
- **Vertically integrated for the highest consistency**
- **Comprehensive available product range with track record**
- Full-scale global network (production and distribution)
- Top level of knowledge with tradition
- Strong R&D activity
- **High level of innovation**
- **Strong I.P. activity**
- Covering most applications (industrial, automotive, railway, avio and machine tool)

GROUP 2. Specialized Bearing Manufacturers

- Niche players
- **Medium-scale corporations**
- Low-medium rate of vertical integration
- Limited product range, but with expertise
- **Spotty international presence**
- **Valuable knowledge with track record on the limited product range**
- **Good level of R&D and innovation**
- Strong I.P. Activity
- **Operational flexibility**
- **Focus on value-added effective solutions (product and service)**
- **Attitude and approach based on corporate consistency for product reliability**

GROUP 3. Manufacturers from the former Soviet block

- Previously state-run firms
- Privatized in parts or merged by premium brands
- Limited level of innovation, R&D and I.P. activity

GROUP 4. Emerging Markets Manufacturers (including Private Labels and Spurious Sources)

- Price-oriented
- Production on order without track record
- Focused on domestic market for high-batch production

“When the time comes to turn for support to your bearing source, it can make all the difference!”

(O. Camponovo, RKB President)

- Weak knowledge of bearing applications engineering
- Weak background (e.g. formal conformity and compliance, representations and warranties)
- Lack of pre and post-sales service organization
- Lack of modern advanced engineering tools (copy-based engineering)
- Lack of R&D and I.P. activity
- Risk of discontinuity and unsustainability of production
- High probability of bearing failure