

# Bearing Industry Matrix

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

# 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