



Tap into an opportunity with huge potential: The SKF® certified rebuilder program.

Distributor advantages

- Generate new sales and profits
- Upgrade margins
- Build customer loyalty
- Further penetrate key accounts
- Open new accounts
- Gain a competitive edge

Repair shop advantages

- Improved consistency
- Training expertise
- Advanced tools & equipment
- Reduce warranty claims
- SKF technical & marketing support
- Increased customer loyalty

End-user advantages

- Reliable repairs
- Consistent standards
- Reduced downtime
- Increased productivity
- Lower maintenance costs
- Quality SKF components

In the electric motor repair industry, competition is tough, forcing shop owners to continually look for ways to enhance their competitive edge and improve profitability. Distributors who can support them in this effort, can share the rewards of a market with broad opportunities.

Enhance sales and profit potential as a partner in service excellence

SKF® has developed the SKF Certified electric motor rebuilder program as a collaborative effort among SKF Authorized Distributors, eligible repair shops and SKF. The goal of the program is to enhance the expertise of selected electric motor repair shops through employee training, equipment and technology upgrades, and new standards for repair consistency and quality. Ultimately, SKF certification can provide end users with more reliably rebuilt motors that will enhance productivity and contribute to a stronger bottom line.

By participating in the program, SKF Authorized Distributors can tap into an excellent profit and business-building opportunity. Because certified repair shops will be required to use only SKF bearings, you benefit by supplying higher-grade, better margin SKF products, including upgrades such as INSOCOAT and hybrid ceramic bearings, as well as mounting/dismounting tools, maintenance products, and condition monitoring devices. The program also offers the opportunity to consolidate stock, enabling more streamlined purchasing and inventory management.



Strengthening relationships and success.

The success of the SKF Certified rebuilder program depends on the joint efforts of SKF, its distributors and repair shops that enter the program. SKF will work with you to determine the viability of motor repair shops in your customer base for their potential to meet the criteria for the SKF certification program. We will also review shops referred to you by your industrial customers. Our interest is in creating a win-win program that benefits program participants and end users.



For more information, or to discuss details of this program, contact your SKF representative or visit us at www.skfusa.com





The SKF Certified rebuilder program for Electric Motors:

The smart way to service motors.
The sure way to enhance profit potential.

SKF Certified: The new standard of service excellence

The SKF Certified Electric Motor Rebuilder program raises the bar on motor repair. Because industry statistics have shown that between 40% to 70% of failures in electric motors are bearing related, the program focuses on eliminating root causes of bearing failure. Repair shop personnel are trained in techniques that will enable them to identify root cause failures so that each rebuilt motor provides optimum performance and increased service life.

Training includes:

- How to avoid bearing problems when servicing electric motors
- Failure analysis techniques
- Bearing arrangements in electric motors
- Hands-on instruction in bearing mounting & dismounting
- Care and use of state-of-the-art tools

To receive certification, employees must complete the training and pass the exam.



SKF Certified Rebuilders are required to:

- Adhere to SKF's exacting service specifications & standards
- Use only SKF bearings
- Have adequate tooling & measurement equipment
- Maintain a clean workplace
- Follow proper storage & handling practices for bearings, components and serviced motors

Certification of personnel and shops will be reviewed by SKF and renewals will be granted on a two-year basis.

An effective tool for building customer loyalty

Consistent, high-quality motor repair will provide a broad range of benefits to end-users, including reduced downtime, enhanced productivity, lower cost of ownership, longer mean time between failures, and reduced maintenance. As end-user profitability increases, so too will customer loyalty – a factor that will build business for repair shops, and the distributors who support their commitment to excellence.

Trust the SKF Certification Advantage

Enhance your business opportunities by supporting your SKF certified repair shop customers – and take advantage of increased sales and greater profit potential.

