



## Try focusing on the Bigger Picture for a change

In life there is always the small picture and then there is the bigger picture. This also rings true for the remanufacturing industry. The small picture refers to the part you are remanufacturing and the bigger picture is how your part affects the entire vehicle or sub- systems of the vehicle. We are referring to how certain automotive components affect other ones. There are several examples of this in the industry.

One example might be: ABC company that rebuilds water pumps, might decide to use a cheaper style of impeller, strictly for cost reasons. A customer decides to purchase this company's water pump because the price is so attractive. A short time after installing the new water pump, the end user is scratching his head wondering why he continues to have over heating problems that are cracking the cylinder head.

Small picture = cheaper style impeller ¢¢¢

Bigger picture = Entire cooling system performance was affected \$\$\$

Another prime example of not seeing the bigger picture can be found in the alternator remanufacturing industry. This is the problem we would like to focus on today.

Example: When rebuilding the alternator, XYZ company decides to swap a solid alternator pulley or a one way clutch pulley on an alternator that was originally factory equipped with a Litens Isolating Decoupler Pulley. They do this for one of two reasons, cost or just plain lack of education. They may even think that all clutch pulleys are created equal. A customer decides to purchase the alternator from this company because XYZ's price is the lowest. A short time after installing the alternator, the end user begins to wonder why their serpentine belt or belt tensioner keeps wearing out, or why they are experiencing strange noises and or vibrations that weren't there before. After the end user replaces the belt tensioner a couple of times, a repair shop finally figures out that the company that sold them that "cheap" alternator, actually compromised the belt drive system in their vehicle. The system was compromised because one very special element was removed by XYZ. You see, by removing the Litens IDP and replacing it with a standard one- way clutch, the most important part of the system (the spring) is now missing. Let's face it, the car manufacturer could have installed a one-way clutch on the alternator from the factory, but they didn't, they chose the Litens IDP for a reason. Some of the benefits of having the patented internal spring include, lower belt tension, longer bearing life, longer tensioner durability, narrower belts, thinner brackets, thinner pulleys as well as less noise and vibration felt by the driver. It is a little more expensive but has the isolation feature that cannot

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be supplied by any other alternator pulley manufacturer. Without this patented spring inside, all you have is a simple one-way clutch – No Isolation. All of the components in the belt drive are designed to work together. That’s why it is called a system!

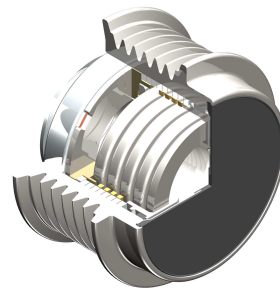
Small picture = cheaper style clutch pulley ¢¢¢

Bigger picture = Entire belt drive system was affected \$\$\$

Both companies, ABC as well as XYZ’s, business seemed to grow in the short term, due to selling the cheap parts, however in the long run the market decided not to purchase from these companies again and word began to spread like wildfire. Remember not all publicity is good publicity. Over time, bad publicity (the use of cheap inferior parts) will negatively affect your bottom line.

So what does this all mean? As a company in the remanufacturing industry, you need to try to focus on the bigger picture by thinking about how your parts affect the end user. After all, the money you make ultimately comes from the end user. It is important to keep abreast with industry trends, inquire and do the research. Read as much as you can about these new alternator pulley technologies and how they affect your business. After all, having a quality product will definitely help keep your company stay in business for a long time. Remember, the bigger picture is what its all about.

By Al Steadman, Litens Automotive



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