



Advisor

Power Transmission Distributor Newsletter

Summer 2007

New Poly Chain® GT® Carbon™ belt offers more flexibility, strength, horsepower ratings

Gates new Poly Chain® GT® Carbon™ belt features carbon fiber tensile cords that provide high strength and length stability, while reducing stretch on drive systems used in high-torque applications.

The carbon cord construction also provides more flexibility than aramid fiber reinforcement, allowing the use of backside idlers. The Poly Chain GT Carbon belt is designed with a 15 percent increase in horsepower ratings over the Gates Poly Chain GT®2 belt it's replacing. Plus, it lasts three times longer than roller chain.

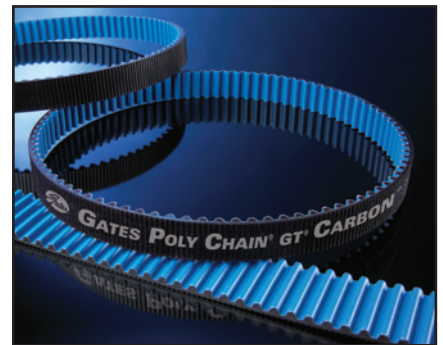
Use drive systems for optimum performance

When paired with Gates Poly Chain GT2 sprockets, Gates Poly Chain GT Carbon belt drive system is an ideal width-for-width replacement for roller chain drives. Not only do synchronous belts and sprockets experience dramatically less wear than roller chain, but Gates sprockets can outlast roller chain sprockets 10-to-1.

Why carbon?

Gates Poly Chain GT Carbon belt is designed with the same tough, polyurethane body and efficient modified curvilinear tooth profile as its predecessor, the Poly Chain GT2 belt. But now it's even better.

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Gates new Poly Chain GT Carbon belt offers performance enhancements that exceed the current market-leading Poly Chain GT2 belt.

Special Edition

In this issue

Industry study points to growth of synchronous belt drives

More information online

Poly Chain GT Carbon Belt FAQs

For overall cost reduction, choose belts over roller chain

Compare the features/benefits of Gates Poly Chain GT Carbon belt drives to chain drives:

FEATURES	BENEFITS
No maintenance	Uptime and reduced costs
No retensioning	Uptime and reduced costs
No lubrication	No contamination; reduced costs
Longer service life	Parts and labor cost savings; reduced downtime
High strength, low stretch	Reduced maintenance and downtime
Resistance to caustic washdown chemicals	No corrosion problems

Use Gates training resources to increase sales opportunities

Did you know there are many training and support materials available to help you educate your customers about the new Poly Chain GT Carbon belt and increase sales?

A series of webinars began in early June. If you missed them, they will be available at www.ptplace.com. In addition, Gates district sales managers are armed with materials to conduct seminars with distributors and make joint customer calls. These materials explain:

- Why Gates Poly Chain GT Carbon belt drives are the smart alternative to roller chain drives
- Key attributes of carbon fiber reinforcement
- The features of a genuine Gates Poly Chain GT Carbon belt drive system

For more information on training materials, contact your district sales manager or Mike Fehling, Gates PT training manager, at 303-744-5695 or mfehling@gates.com.

Gates Contacts

When you have questions, feel free to contact Gates power transmission experts.

Use our [online map](#) to locate your Gates Regional Sales office and your District Sales Manager.

To contact a Gates Customer Service representative, call toll free 1-877 PT BELTS (877-782-3587), 6:00 a.m. to 5:30 p.m. MST.

If you have a product application question, talk to a Gates engineer at 303-744-5800 or email ptpasupport@gates.com.

Gates launches end-user lead campaign tactics

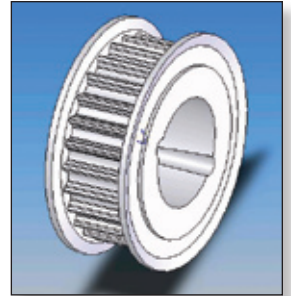
To help generate end-user sales leads for Gates distributors and introduce the Poly Chain GT Carbon belt to aftermarket and OEM prospects, Gates is launching a series of marketing communications tactics.

Gates distributors and their customers have access to a new Web site, www.gates.com/nothingtougher. Among other items, the site features a new white paper, case studies and links to Gates free, market-leading drive design tools:

- Design Flex® Pro™ software, which delivers multiple, two-point drive solutions in seconds based on the design parameters input by the user. This program is now available in a [web application](#).



- Design View® for importing 2D drawings and 3D solid models of Gates hardware directly into CAD and other design programs.



- Design IQ™ for expert users designing serpentine or multi-point drives.

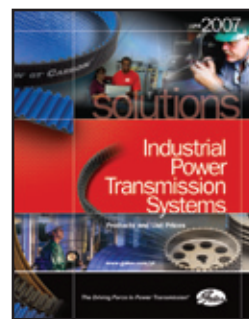
Other lead-generation plans include: revision of the roller chain Retrofit Calculator, search engine optimization, pay-per-click advertising, trade magazine e-newsletter sponsorships, tailored HTML emails and advertisements on Gates.com.

In the print media, publicity insertions in the leading aftermarket and OE trade magazines will also generate new sales leads.

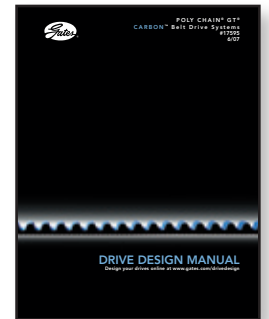
For collateral material, Gates has prepared a new sales brochure (17605), a revised Industrial Power Transmission Systems Catalog (19993), a new Drive Design Manual (17595) and a flier describing the drive design tools mentioned above. Visit ptplace.com to access these materials.



Brochure – 17605



Catalog – 19993



Design manual – 17595

Poly Chain GT Carbon Belts: Your roller chain substitute

In addition to high-maintenance roller chain drives, Gates Poly Chain GT Carbon belts will also outperform V-belt drives, gears, shaft-mounted reducers, couplings, AC drives and other synchronous drive systems. Typical applications include:

- Conveyor and Conveying Equipment
- Packaging Machinery
- Food, Beverage and Tobacco Manufacturing
- Agriculture, Construction and Mining Machinery

- Process Industries
- Material Handling
- Construction Industry
- Mining
- Metals Industries
- Recreational Equipment
- And more!

For more information, contact your Gates representative or regional office regarding our market focused kits, or visit our [website](#).

Industry study points to growth of synchronous belt drives

According to a Frost & Sullivan study, the U.S. industrial chain market for power transmission applications was projected to have a compound revenue growth rate for the period 2000-2006 of negative 0.1 percent.

The study points out that synchronous belt drives are replacing roller chain drives in the low speed segment of the market, offering Gates distributors significant market potential for converting roller chain drives to synchronous belt drives in the MRO category, and originating synchronous belt drives in the OEM category.

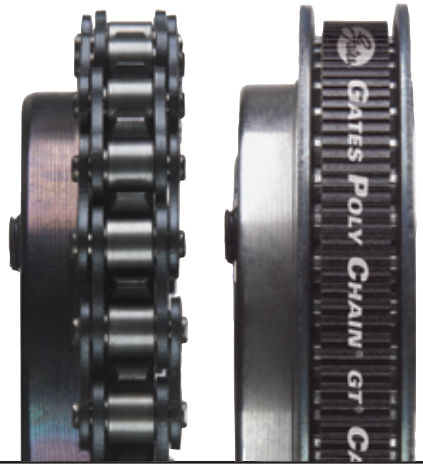
The Frost and Sullivan study of the North American belt and chain drives market indicates that the market share of roller chain is 15.6 percent with a growth of 4.1 percent, and is expected to have slow growth in future.

However, synchronous belts have a share of 20.3 percent in the total belt and chain drives market and it is expected to be around 24.8 percent by 2011. The growth rate is 4.5 percent and is expected to be above 6 percent for the next few years.

The Frost and Sullivan study also notes, "In recent times, there is a rise in the use of polyurethane as the material used for the manufacture of the synchronous belts. The benefits of polyurethane are that there is positive synchronization, there is no

need for the re-tensioning or lubrication, and they (polyurethane synchronous belts) are quiet and smooth running. Also, polyurethane is resistant to most chemicals and so it can be used in chemical factories quite effectively instead of chains, which rust very quickly when in contact with the chemicals."

"With the increasingly changing focus of the manufacturing sector away from roller chains, it is expected that the future of the transmission drive market is in synchronous belts," the Frost and Sullivan study concluded.



New Poly Chain GT packaging

As a running change, Poly Chain GT Carbon belts will be packaged in a new black, protective carton beginning in July 2007.

Packaging for Poly Chain GT2 sprockets will not change, but the label design for the sprocket carton will be modified to indicate that the sprockets are designed to work with Poly Chain GT Carbon belts.

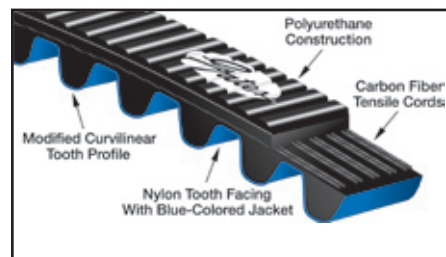


New Poly Chain synchronous belt . . .

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Gates is the first company in the world to commercialize a carbon cord belt. You won't see it, but the black-colored carbon fiber reinforcement provides high strength and length stability, while reducing stretch and increasing flexibility.

The facing is a nylon fabric that acts as a wear-resistant surface, protecting the teeth. It also helps keep frictional loss to a minimum. The blue color of the belt helps distinguish it from the Poly Chain GT2 belt.



More information online

www.gates.com/nothingtougher
Visit this new Poly Chain GT Carbon web page to read case studies, download a White Paper and check out Gates Tough Enough Challenge, which starts in August.



www.ptplace.com

To quickly and easily order Poly Chain GT Carbon belts and sprockets, go to PTplace.com. You'll also find distributor-only tools like a downloadable training presentation, flier, FAQs, helpful links and more.



Poly Chain® GT® Carbon™ Belt FAQs

Below are some frequently asked questions about Poly Chain GT Carbon belt drive systems.

What is "new" about Gates Poly Chain GT Carbon belt?

The Poly Chain GT Carbon belt has a carbon fiber tensile cord that gives the belt more flexibility, greater resistance to moisture and better performance. In addition, it can be used on drives with backside idlers.

Will the Poly Chain GT Carbon belt look any different than a Poly Chain GT2 belt?

Yes. The Poly Chain GT Carbon belt has a distinctive blue jacket color on the belt teeth.

Does the Poly Chain GT Carbon belt perform as well as the Poly Chain GT2 belt?

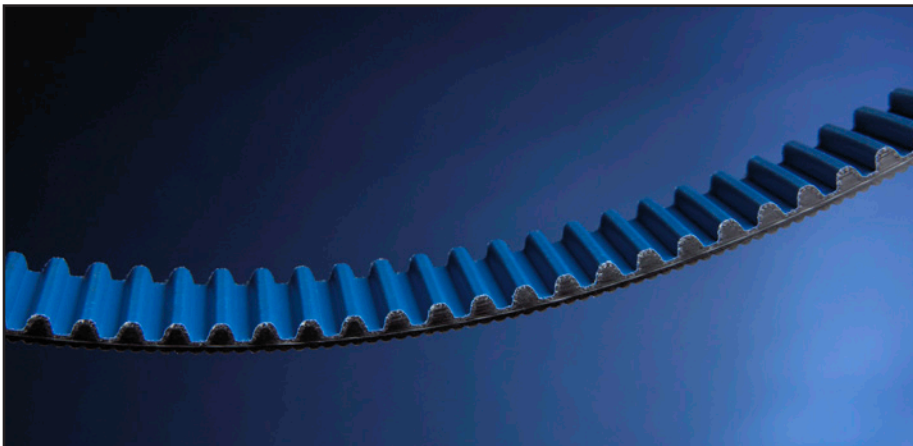
Better. Testing has indicated that Gates Poly Chain GT Carbon belts will outperform Poly Chain GT2 belts, and come with a 15 percent increase in horsepower ratings. And, Poly Chain GT Carbon belts are designed to fit with current Gates Poly Chain GT2 sprockets for maximum performance.

How will Poly Chain GT Carbon belts be packaged?

Poly Chain GT Carbon belts will be packaged, on a running change, in a new, black-colored carton with a tooth profile illustration.

What sizes of Poly Chain GT2 belts have been converted to Poly Chain GT Carbon belts?

Both 8mm and 14mm belts in all lengths and widths are converted. Not included are long length belting, 5mm pitch belts, Curve Saw and short length belts.



Can Gates current Drive Design and tensioning tools be used for Poly Chain GT Carbon belt drives?

Yes, Gates Design Flex Pro software has recently been updated and can be downloaded at www.gates.com/designflex. In addition, Design IQ software is now available for designing multi-point drives, including drives requiring backside idlers. You'll find a link to this software and more at www.gates.com/drivedesign. The Poly Chain GT Carbon Drive Design Manual has been updated and is available for download. Printed manuals are now available. Contact your Gates representative if these are needed.

Will the Poly Chain GT Carbon belt have a new Part Number and Product Number?

Part Numbers have not changed, but Product Numbers have. With a few exceptions, the 9275 prefix becomes 9274, and the suffix remains the same. The new Poly Chain GT Carbon belt product listing is available in Gates revised Industrial Power Transmission Systems catalog (June 2007, 19993).

For overall cost reduction, choose belts over roller chain

A synchronous belt drive system has many cost-saving advantages for plant maintenance managers and design engineers.

In the MRO market, synchronous belt drives can greatly reduce day-to-day operational costs. They can also increase production output compared to the downtime and lost productivity resulting from all-too-frequent maintenance and replacement of roller chain and V-belt drives.

Drive system design engineers who utilize Gates Poly Chain GT Carbon synchronous belt drive systems will have a competitive edge in the marketplace.

Drive system design engineers who utilize Gates Poly Chain GT Carbon synchronous belt drive systems will have a competitive edge in the marketplace. They'll be able to provide end-user customers with better-performing, longer-lasting, cleaner, quieter and maintenance-free products that operate at a significantly lower overall cost.



Advisor



Gates Advisor is published for Gates Power Transmission (PT) Distributors. Its main goal is to provide distributors with up-to-date information related to our products and services.

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