



R.A.RODRIGUEZ (UK) LTD.



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MASTER EUROPEAN DISTRIBUTORSHIP BASED ON UK SUCCESS

R. A. Rodriguez has been so successful at selling KHK gears in the UK that it has prompted this Japanese manufacturer to re-think its distribution strategy. Thanks to the efforts and expertise of Letchworth based R. A. Rodriguez, the UK has become the second largest export market behind North America for KHK gears.

It is in recognition of the company's achievement in this regard - and in anticipation of replicating this outstanding performance in other markets - that R. A. Rodriguez has been appointed KHK's master distributor for Europe with effect from 1st November 2010.



From the European manufacturers' standpoint, the benefits of this development are the availability of more KHK parts stocked in greater volume that, in turn, will introduce keener prices. Specifiers will also be able to take advantage of greater flexibility as lower cost of shipment will justify orders for smaller batch sizes and even one-offs. Speedier delivery will be another advantage of this new arrangement.

“KHK gears are recognised as quality and reliable products in the UK and we’re looking forward to promoting their merits in the wider Europe,” explained Peter Williamson from R. A. Rodriguez. “To this end we have already made several key distributor appointments and will be announcing more in the near future.”

R. A. Rodriguez now has distributors under its command that represent KHK’s interests in Scandinavia, Germany, France, Italy and Spain. Ultimately it is seeking to develop an effective network that will cover the whole of continental Europe.

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R. A. Rodriguez has over 40 years experience in the supply of precision components to manufacturing industry in the UK, Ireland and Scandinavia. This ISO 9001:2000 company acts as factory representative for a number of the world’s leading component designers and manufacturers. Its product programme falls into five divisions – bearings, linear motion, aerospace, conveyor equipment, gears and associated products. R. A. Rodriguez bearing products include the world-renowned Kaydon Reali-Slim® and Ultra-Slim® designs. In the linear motion field, R. A. Rodriguez supplies a range of solutions from components and sub-assemblies through to complete turnkey systems.