

# Bearing NEWS

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Bearing  
CLOUD

## Maximizing Sales & Profitability in the Age of AI & Market Transformation



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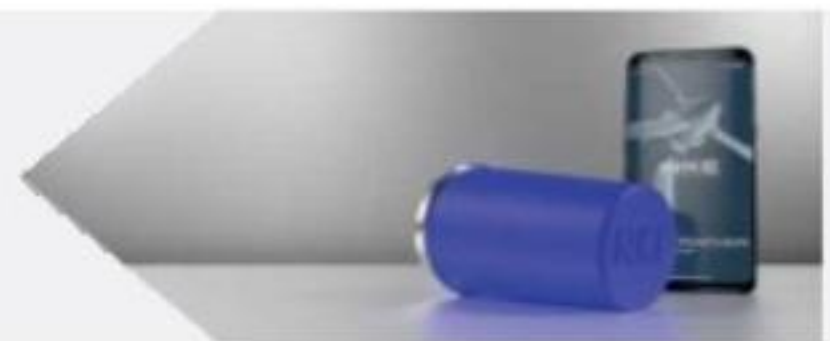
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# From Tradition to Innovation: The Journey of Rulmenti S.A. Bârlad in the Global Bearings Industry

Founded over 70 years ago, Rulmenti S.A. Bârlad (URB) stands as a testament to resilience, tradition, and excellence in the global bearings industry. From its beginnings as a small production facility in Bârlad, Romania, the company has grown into a specialized enterprise, recognized for its unique manufacturing processes, technical expertise, and commitment to quality. Throughout its history, URB has continually adapted to the changing environment, industry advancements, blending tradition with new technologies to meet the ever-evolving demands of its customers.

The company's legacy is built on its ability to deliver precision-engineered solutions for industries ranging from automotive and railway to heavy machinery and industrial manufacturing. With a vertically integrated production process encompassing forging, turning, grinding, and assembly, URB has established itself as a reliable global partner, delivering products that meet the highest performance standards. This commitment to quality is supported by rigorous quality control systems, ISO certifications, and a focus on sustainability, ensuring minimal environmental impact.

Beyond its technical capabilities, the company takes pride in its organizational culture, prioritizing employee development, innovation, and customer satisfaction. Over the decades, URB has evolved into not only a manufacturing leader but also a symbol of Romanian industrial excellence, maintaining a clear vision for the future while honoring its storied past.



Muhammet Orcun Kir,  
CEO at URB Bearings







We had the chance to sit down with Muhammet Orcun Kir, the CEO at Rulmenti S.A. Bârlad and explored how URB Bearings is adapting to the changes in the industry and the vision that will shape the company's future in this exclusive interview.

**Can you tell us about the key industries and markets that URB Bearings serves today?**

It's a pleasure to be here. URB Bearings has a strong presence in the industrial market, focusing on sectors that demand high-performance and durable bearing solutions. We are a trusted supplier for industries such as stone crushers, screen shakers, steel mills, and the oil and gas sector, where reliability and efficiency are critical. We are also closely monitoring global energy trends, particularly in the oil and gas industry. With the recent discussions around U.S. energy policies and potential increases in domestic oil production, we see significant opportunities for our high-quality bearings in drilling rigs, pumps, compressors, and other

essential equipment. Our goal is to continue expanding in these key markets by delivering precision-engineered bearing solutions that enhance efficiency and minimize downtime in demanding conditions.

First is the Energy-Efficient Manufacturing – We are investing in renewable energy sources such as solar and wind power to operate our production facilities.

**“ URB Bearings is not just growing—we are evolving to meet the challenges of the future. ”**

**Environmental sustainability is a major focus in today's industrial world. How does URB Bearings integrate sustainability into its production processes and corporate strategy?**

Sustainability is at the core of our corporate strategy, and we are fully committed to reducing our carbon footprint while maintaining efficiency and quality. One of our most ambitious goals is to achieve CO<sub>2</sub>-free operations by the end of 2026. To accomplish this, we are implementing several key strategies for:

Secondly the Eco-Friendly Materials & Processes – We are transitioning to sustainable raw materials and environmentally friendly lubricants while optimizing our manufacturing processes to reduce waste. This includes implementing closed-loop systems for coolant and lubrication recycling.

Sustainability for us is not just about compliance; it's about leading the industry toward a greener future. By 2026, URB Bearings will be close to CO<sub>2</sub>-free, reinforcing our commitment to responsible manufacturing and environmental stewardship.

**URB Bearings has made significant advancements in manufacturing. Can you elaborate on the technological developments in your forging, turning, and grinding workshops?**

Absolutely. Our manufacturing capabilities are a key differentiator for URB Bearings. We have made significant technological advancements to enhance the precision,







efficiency, and durability of our products. Here's how:

### Forging Workshop

We have invested in automatic forging lines, improving efficiency, consistency, and material utilization while reducing human intervention and production time. Precision-controlled induction heating also optimizes the material properties, ensuring consistent grain structure and superior mechanical strength.

### Turning Workshop

Our hard turning machines allow us to achieve extremely tight tolerances and superior surface finishes without the need for additional grinding in some cases. CNC-controlled multi-axis turning centers optimize machining efficiency and ensure high repeatability.

### Grinding Workshop

Our CNC grinding machines deliver ultra-precise surface finishes, ensuring optimal bearing performance under heavy loads and extreme conditions.

Automated in-process gauging systems provide real-time quality control, ensuring every component meets exact specifications and we use eco-friendly coolant systems to enhance sustainability while maintaining grinding efficiency.

Additionally, we conduct Ultrasonic Testing (UT) on all our products to detect internal flaws, cracks, or material inconsistencies. This non-destructive testing method guarantees the highest reliability and performance for every bearing we manufacture.

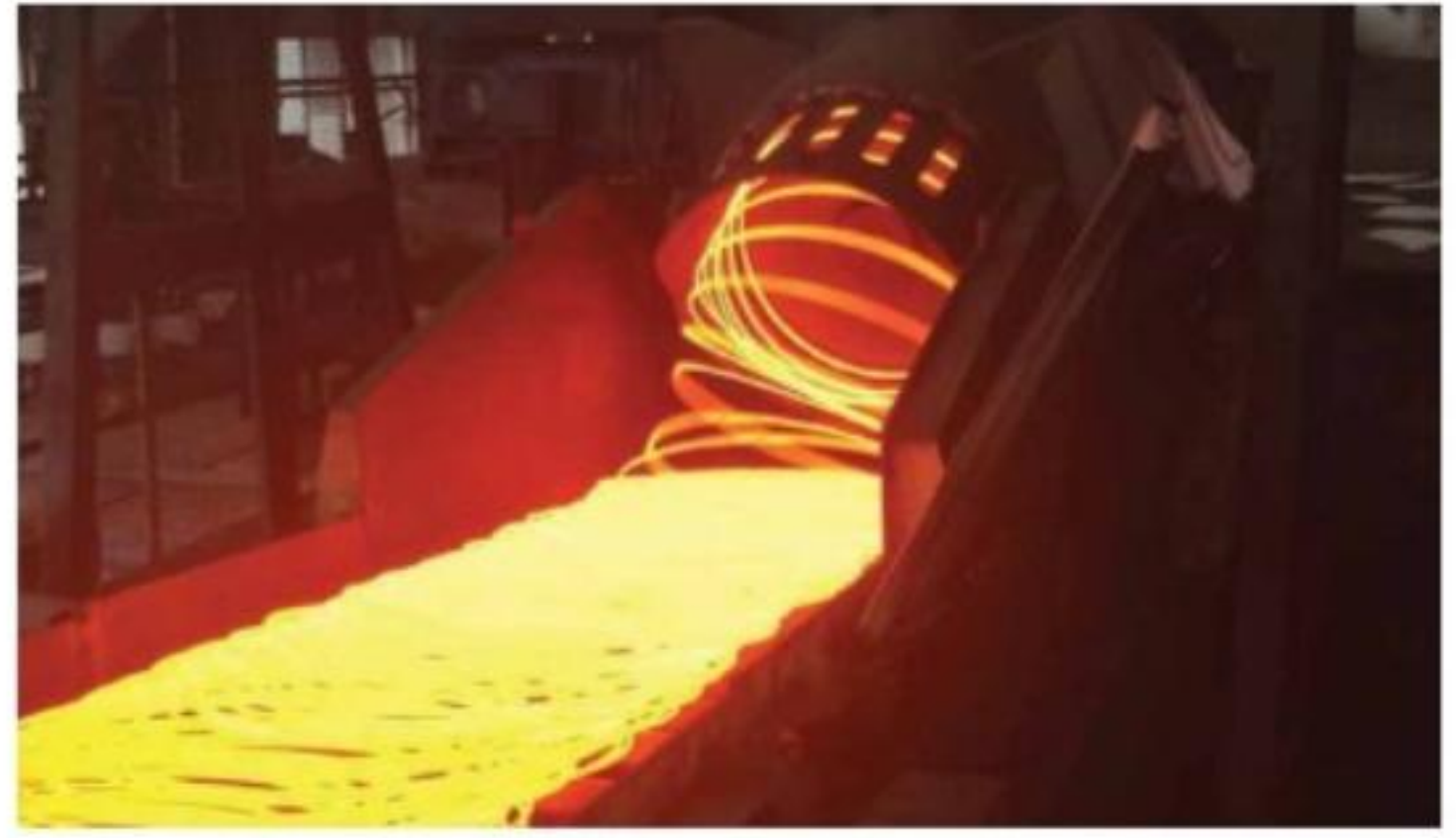
“ Sustainability for us is not just about compliance; it's about leading the industry toward a greener future. ”

### What is your vision for the future of URB Bearings in the next decade?

Our vision for the next decade is to position URB Bearings as a global leader in the industrial bearings market, recognized for innovation, sustainability, and reliability. Our strategy focuses on three main pillars.

We are committed to achieving CO<sub>2</sub>-free production by 2026, integrating renewable energy, eco-friendly materials, and energy-efficient processes into our operations. Our





dedication to sustainability also includes enhancing circular economy practices, such as material recycling and sustainable supply chain initiatives, to minimize our environmental footprint.

As we expand our global presence, we are strengthening our position in key markets, including North America, Europe, India, and the Middle East. By forging strategic partnerships with major industrial players, we continue to provide high-performance bearing solutions tailored to the evolving needs of various industries.

Innovation remains at the heart of our growth, with a strong focus on technological advancements and automation. We are increasing automation across our manufacturing facilities to enhance efficiency and precision while investing in research and development to create next-generation bearing solutions that meet the dynamic demands of the industry. Through these efforts, we are driving progress, sustainability, and excellence in every aspect of our operations.

By focusing on automation, sustainability, and global expansion, URB Bearings is set to lead the industry, providing the most

durable and high-performance bearings for heavy industrial applications worldwide.

**Finally, what message would you like to share with your customers and partners about URB Bearings' commitment to the future?**

I want to reaffirm our unwavering commitment to our customers and partners: we are here to support your success with innovative, reliable, and sustainable bearing solutions.

Our commitment is rooted in innovation, quality, sustainability, and customer-focused growth. We continuously invest in state-of-the-art manufacturing technologies, including automatic forging lines, hard turning machines, and ultrasonic testing for every product, ensuring the highest levels of precision and durability.

Sustainability is at the core of our operations, and we are dedicated to achieving CO<sub>2</sub>-free production by 2026. By integrating renewable energy, eco-friendly materials, and energy-efficient processes, we are actively reducing our environmental footprint. As industrial markets evolve, we are expanding our global presence, strengthening our supply chain,

and adapting to industry shifts, particularly the growing demand in the oil and gas sector. In addition, we are excited to introduce a new range of greases under the URB brand, designed to enhance equipment performance across various operating conditions. This new portfolio includes low-temperature grease for smooth operation in extreme cold, high-temperature grease for industrial applications exposed to intense heat, universal grease for versatile use, and steel mill grease engineered to withstand heavy loads and harsh conditions in steel production. With these advancements, we continue to push the boundaries of excellence, ensuring reliability and performance for our customers worldwide.

Furthermore, we are entering new markets, including agricultural products and reducers, reinforcing our commitment to providing complete motion and power transmission solutions.

URB Bearings is not just growing—we are evolving to meet the challenges of the future. Our commitment to innovation, sustainability, and customer satisfaction drives us to expand our portfolio and continue delivering reliable, high-performance solutions worldwide.