Baldor Electric Company, based in Fort Smith, AR, is a leading marketer, designer and manufacturer of energy-saving industrial electric motors, mechanical power transmission products, drives and generators. It was was founded in 1920 on the premise that a better motor is one that uses less electricity—*and that belief holds true today.* Baldor products have exceptionally strong brand recognition for quality and value with our customers. In January 2011, Baldor was acquired by ABB and is now a proud member of the ABB Group.

Providing a Wealth of Solutions and Support

Baldor is the largest motor and mechanical-power transmission company in North America. Baldor•Reliance® motorsrange in size from 1/50th through 15,000 horsepower and have leading customer preference and market share. Baldor sells and supports the entire line of ABB IEC motors and medium-voltage motors, along with the full range of ABB industrial drives. Customers can now create packaged solutions of Baldor and ABB industrial motors and drives for most industrial applications.

We are a leading producer of mechanical power transmission products, including

Baldor•Dodge® engineered mounted bearings, enclosed gear products and power transmission components, as well as Baldor•Maska® pulleys and couplings. Baldor also manufactures a complete line of gen-sets for industrial standby, portable and backup power needs.

Baldor offers strong support and solutions for the mining, food & beverage, oil & gas, paper & forest, aggregate & cement, unit & air-handling, water and power-generation industries. We provide reliable, application-specific products and expert knowledge for each of these markets. Installed Base Evaluations are also available to aid end users in reducing energy consumption with the right mix of industrial motors, drives and gearing in a single application or throughout an entire facility.

Defining a Solid Value Formula

More than 30 years ago, Baldor carefully defined “Value” as it is perceived by our customers. Value is defined in terms of Quality and Service (both as perceived by the customer) in relation to Cost and Time (both of which are measurable). The result is our “Value Formula,” which has become a part of our culture. It guides our thinking and directs our work every day.

BALDOR
A MEMBER OF THE ABB GROUP

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