



HOW TIMKEN® BELTS HELPED A DISTRIBUTOR OVERCOME MARKET CHALLENGES AND SECURE A MILLION-DOLLAR RETAILER

CHALLENGE ▼

A power equipment parts distributor faced a challenging market landscape, where intense competition made it increasingly difficult to maintain their market position. Their competitive strategy was to offer higher-quality, value-added products and services to stand out in a market crowded with non-premium offerings. The challenging market conditions pressured the distributor and emphasized the need to secure a commercial agreement with a large retailer to strengthen their market presence.

TIMKEN BELTS SOLUTION ▼

The distributor’s strategy was to prioritize performance and durability, rather than competing solely on price. They found Timken Belts to be an ideal partner for this approach. Local engineering expertise and customer support, and an impeccable brand reputation for quality were key differentiators that helped the distributor stand out in the market.

While facing significant competitive pressure and internal advocacy for non-premium suppliers, the distributor emphasized the advantages of partnering with a premium provider like Timken Belts.

RESULTS THAT MATTER ▼

The distributor secured the retailer’s business by differentiating itself from the competition and providing superior quality and a reliable option for end users. This strategic move set the distributor apart, ultimately leading to a lucrative commercial agreement. As a result of this agreement, the distributor’s market share has grown significantly and their partnership with Timken Belts has increased by approximately 40% within the calendar year. Timken has sold well over \$1.5 million worth of products through this project, as the retailer added ten more SKUs after the initial deployment in Spring 2024. The team is already working to grow the offering for the 2025 Calendar year.



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