

COVER STORY



## Rollon : Pursuing opportunities in machine tools industry

Mr. Vikash Poddar,  
Country Manager India,  
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### Q. Please brief about ROLLON'S Indian and Global reach.

The Rollon Group is a world leader in the production of components for linear motion, Rollon is having worldwide presence, producing various types of linear motion products and solutions.

Company's headquarter is located in Italy (Milano) and our global sales activities are organized by our German branch, located in Düsseldorf.

We have a strong presence in Europe and US market, in addition to that we are focused today, on India, China, Japan, Korea, Russia and Brazil.

Based on our wide product range Rollon is the global leader for linear motion products in many different industrial sectors. Rollon is ranked

first globally in markets like railway, warehouse logistics and aerospace industry. Rollon is an application driven company, flexible to customize products according to the application needs. 36% of our sales is realized by customized solutions.

As a part of Rollon's global strategy strongly focused on emerging countries, Rollon India Pvt. Ltd. was established on 1st of April 2014 as 100% subsidiary of Rollon S.p.a. Head office at Bangalore. Having complete logistics facility to stock and sale in Indian currency. Today a team of 15 people are working in the departments of Sales / Logistics / accounts and admin for Rollon India. Channel partners across the country to guarantee thorough services for the

entire territory of India and precise, prompt assistance for each client. The main segments are - Industries such as Industrial machines, Railways, transportation, Defense, Special vehicles, medical equipment and Industrial automation.

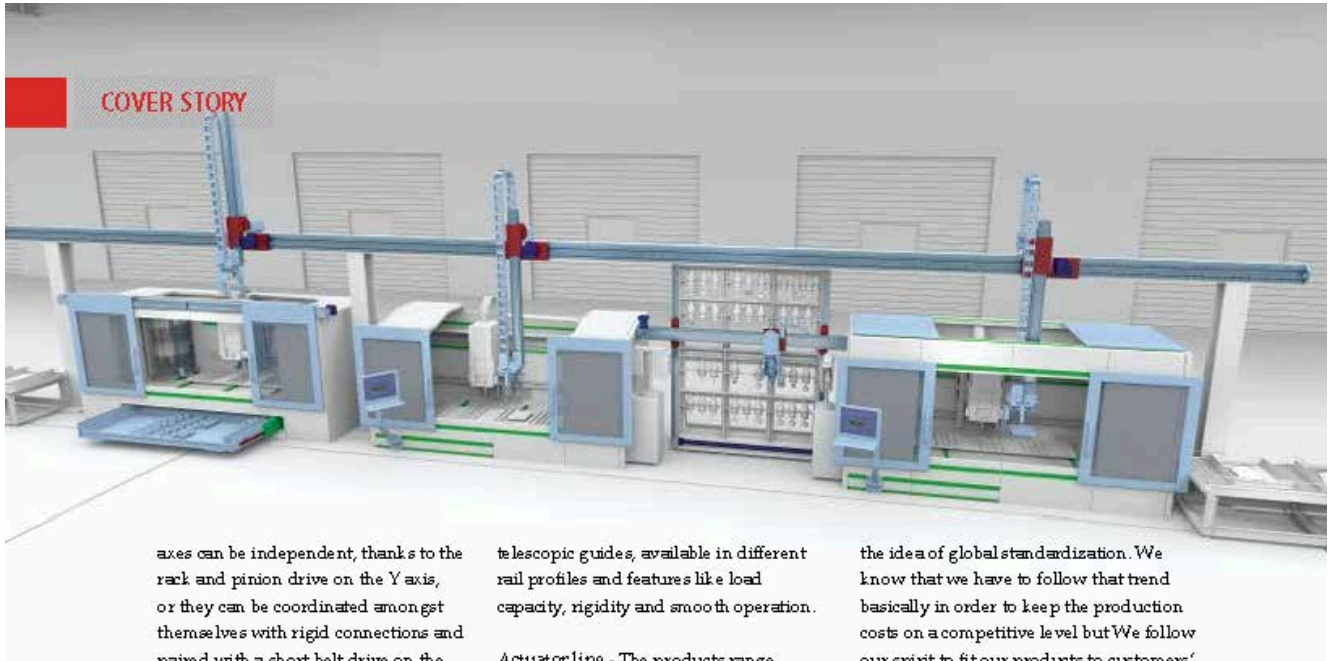
### Q. What are the market opportunities for your company products in India for Machine tool industry .

Starting from our strong industrial markets like railway and automation projects, we see huge opportunities for machine tool industry.

The linear rails, telescopic rails and actuators made by Rollon ensure proper function and improved performance of machine tools. Industrial machines are

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axes can be independent, thanks to the rack and pinion drive on the Y axis, or they can be coordinated amongst themselves with rigid connections and paired with a short belt drive on the Y axis.

There are many more solutions like this on machine tool with Rollon products.

### Q. Is there any plans for expansion and new investment in India.

We have started with our direct sales activities in India with complete logistic operations. The next stage plan is localization of assembly processes in India. To follow the market needs of Indian customers, we are building a team to provide a very good local service. we always believe in being a local company, following the local markets and individual needs. You will find us present on different industrial fairs in India in order to strengthen the brand awareness of Rollon in India.

### Q. What are the top line product range products you have and is there any plans to launch new products in the near future.

Our Product Range is divided into three main lines :

**Linear Line** - The product range includes linear caged ball bearings and recirculating ball bearings rails, with different profiles and types of sliders.

**Telescopic line** - The product range includes full and partial extraction

telescopic guides, available in different rail profiles and features like load capacity, rigidity and smooth operation.

**Actuator line** - The products range includes linear units available in different type of belt and ball screw driven models and configurations, with high load capacity and precision.

We at Rollon work continuously on design and development of new products, R&D plays an important role in our industry domain. Our New compact telescopic actuators designed for effective linear movement in a wide range of applications such as the loading and unloading systems of machine tools and long assembly lines, reduces lead times and minimizes stress on mechanical components.

### Q. What is your vision for your company.

We would like to become a leading company, specialist in providing of system solutions and trendsetter for customization in the linear motion industry. That is our challenge every day that is what drives our goals. We would like to be the leaders for linear motion products worldwide. Being very close to the customers developing the new product trends.

### Q. What are the issues you need to address that are related to your industry

The linear motion market is driven from

the idea of global standardization. We know that we have to follow that trend basically in order to keep the production costs on a competitive level but We follow our spirit to fit our products to customers' needs wherever it is reasonable, we strongly believe in application engineering and to develop SOLUTIONS not only Products.

### About Rollon:

Rollon has become the international point of reference in all sectors for many different applications. Customers can count on a high quality product that is both reliable and long-lasting. One of the most appreciated features is the self-aligning capacity offered by our rails. This provides concrete advantages by reducing costs associated with surface preparation and installation. There were also two other factors that determined Rollon's success: on the one hand our ability to develop applications that are ever increasingly specific and diversified based on the reference market, right up to making customized products, in some cases even co-designed with customer, and on the other hand our worldwide network of assistance centers. Every manufacturer or exporter of Rollon products may make use of the specialized assistance service provided by our team of engineers. They can also find our products in their own countries, avoiding extended waiting times and benefiting from the necessary technical assistance whenever required, for a truly all-round technical support service. [www.rollon.com](http://www.rollon.com)