



*Industrial Sales Management, Inc.*

## **INDUSTRY NEWS – FOR IMMEDIATE RELEASE**

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# **Nadella Extends Global Network with Addition of North American Distributor**

**High-Tech Linear Motion Provider Establishes Local Product Supplies and Services To Help North American Customers Maximize Cost Efficiencies**



**Michael Binroth**

Extending its reach into more international high-tech markets, Italian motion manufacturer [Nadella](#), has signed [G H Binroth Co](#) of Jackson, Michigan (GHB) to distribute its linear guides and motion control components and provide local applications support throughout North America. Nadella's linear modules and guides are integral in high-load manufacturing of automotive, industrial, medical, and aerospace products.

Nadella, formerly a subsidiary of the Timken company, is now under private ownership, and is making strategic agreements to bolster its presence outside Europe. The GHB agreement follows recent similar announcements by Nadella concerning the Indian and Chinese markets.

"Throughout North America, manufacturers are seeking improved cost efficiencies, which our guides' longer lifecycles enable. Nadella offers unique solutions to challenging linear motion applications. Product advantages include high load capacity and low light rail cost." said Michael Binroth, president and general manager of G H Binroth Co. "G H Binroth has always sought to help American machine manufactures by making advantageous component technology available at reasonable cost / lead time. Working with Nadella and using our expertise in engineering, product design and applications know-how, G H Binroth offers assembly automation and manufacturing companies state-of-the-art international technology."

Nadella has been manufacturing needle bearing products for over 70 years. The company currently maintains manufacturing facilities in Germany, Italy and France. Nadella is a leader in linear guide products in the European market. The company maintains product inventories, applications and technical support operations near major manufacturing centers in Germany, Italy, Japan, and now the United States, to enable quick-turnaround deliveries and service calls.

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**About Nadella North America**

Nadella designs, distributes and integrates linear motion solutions and transmission components. Linear guides, linear modules, needle bearings, universal joints, adjusting nuts, and pivot rod ends are some of the application specific motion elements made.

Accomplished sales field engineers work together with clients and contribute their special knowledge, their experience provides wide technical possibilities with high customer satisfaction. More information is available at [www.nadella.eu](http://www.nadella.eu) or [www.nadella.us](http://www.nadella.us).