

Case Study: Turnkey Paper Mill Lubrication System

New Service Offerings Result in Million Dollar Customer Deals

Finding New Service Opportunities with an Existing Customer

Sometimes, a unique customer opportunity allows for growth on the provider's part. The benefits of this growth are twofold: the provider can better assist the existing customer with their needs, and the provider can also expand market offerings for other customers.

An opportunity like this presented itself for Motion Repair & Services through our 20+ year relationship with a pulp and paper manufacturing customer. Originally, Motion would sell parts to this customer and offer technical support for improvements. However, we were not yet authorized or able to provide this customer with complete automated lubrication system (ALS) services.

For example, our team designed and manufactured a hydraulic unit for this customer but could not install and commission the power unit on the field. Instead, the customer would perform this field service internally or hire a third party. Our team saw this as an opportunity for growth and began brainstorming ways we could evolve our offerings to become a complete ALS provider.

How Motion Repair & Services Became a Turnkey ALS Provider

In 2017, our repair shop in Eugene, OR, began offering field services, becoming the first Motion shop in the Northwest to do so. In 2018, our team became authorized to sell ALS products. Finally, in 2019, the Northwest Division of Motion hired Kevin Smay, a Lubrication Specialist. This meant that our team was finally ready to provide turnkey ALS services.

Today, Motion Repair & Services provides complete turnkey automated ALS services for many customers in various industries and states. This includes designing, building, installing, and commissioning ALS. For our pulp and paper manufacturing customer, we've completed multiple automated grease systems and a wet-end oil lubrication system and are actively working to complete additional projects.

"We just finished a \$600,000+ lube system for the wet end of [this customer's] paper machine, and we're currently completing a \$1.2 million dry-end automated grease system proposal," said Scott Smith, West Division Manager for Motion Repair & Services. "It's the relationship that Motion already had with [this customer] combined with the support, technical, and installation that brought this business to us. I think this will continue to be a growing piece of our business."

Contact Motion Repair & Services Today

The Motion Repair & Services team is ready to assist with your lubrication needs today. [Head to our website](#) to learn more about how we can improve your operations.