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PBC Linear Announces 700 Percent Improvement in Sales Leads with PARTsolutions

PBC Linear Puts CAD at the Center of Customer Design Process

Milford, OH – March. 9, 2010 – [PARTsolutions LLC](#), a global provider of 3D part catalogs for manufacturers and enterprises, and PBC Linear, a worldwide leader in the design and manufacturing of best-in-class linear motion solutions, today announce that PBC Linear has increased qualified sales leads by more than 700 percent with the PARTsolutions® 3D catalog technology. As a result, PBC Linear has invested further in the technology by embedding the PARTsolutions 3D Part Catalog solution directly into its web product pages as a 3D embedded sales configurator.

PBC Linear first implemented [PARTcatalog™](#) from PARTsolutions in 2008, in order to web enable its vast product line of bearings, slides, actuators, CAM rollers and guides. The online catalog has grown to feature 2 million orderable PBC Linear products for 212 independently configurable products. The number of registered users of its 3D-enabled online catalog has reached 17,500, which marks an increase of 130 percent over its previous technology provider. Today all 2 million products are accessible in more than 85 native and neutral CAD and graphics formats, representing more than 170 million different digital representations of PBC Linear products.

“Teaming with PARTsolutions has been an increasingly beneficial source to the growth of our business,” said Michael Moss, president of PBC Linear. “Not only are we helping our customers gain efficiencies, we’re enhancing lead generation, increasing sales and winning more and more repeat business from high-volume customers.”

Today PBC Linear is further investing in 3D part catalog technology by embedding a PARTsolutions configurator directly into its website, making CAD a more integral part of its customers’ product selection and design processes. The configurator eliminates the need to move between websites and utilize printed catalog tables to arrange the exact part that a customer wants to build-up and purchase. PBC Linear has

reduced engineering support costs while streamlining the design process for its industrial market customers.

“PBC Linear has always been known for stellar customer service and support and by implementing a PARTsolutions 3D sales configurator, the company is now providing its customers with the newest approach to configuring and purchasing products online,” said Rob Zesch, president of PARTsolutions. “Once again, they’re strategically leveraging our technology to not only simplify a time consuming process for its customers, but also to significantly increase sales.”

In addition to the PBC Linear website, PARTsolutions provides PBC Linear products digitally in various online market places, including the Autodesk® Manufacturing Supplier Content Center, Machine Design® Magazine CAD Library and ConnectPress® CAD Communities and others to increase awareness and sales of their products. Availability of the PBC Linear products within PARTsolutions enterprise solutions also enables PBC Linear to introduce its products to PARTsolutions clients who access engineering content within their enterprise environments and whose corporations forbid accessing uncontrolled engineering content via the Internet.

For more information on PARTsolutions visit: <http://www.partsolutions.com> or to view the Pacific Bearing solution in action go to: http://www.partsolutions.com/customer_examples/Pacific_Bearing/.

About PARTsolutions LLC

PARTsolutions® LLC is a leading provider of PLM solutions for next generation 3D part catalog management and hosting, delivering solutions since 1992. For large manufacturers, the PARTsolutions product suite provides centralized 3D standard part catalogs making it easy for global design teams to find, reuse, and control standard and proprietary 3D parts. For component manufacturers, the PARTsolutions product suite provides web hosting of 3D part catalogs to increase lead generation, and to ensure that components get “designed in” to OEM products. The PARTsolutions CAD-Native advantage provides support of over 85 native and neutral CAD and graphics formats to meet the needs of the multi-CAD supply chain. The PARTsolutions product suite maximizes support of reuse and standardization initiatives to deliver measurable business growth through maximizing standard part reuse to get products to market faster with reduced cost. Information about PARTsolutions can be found at <http://www.partsolutions.com>.

About PBC Linear

Founded in 1983 by CEO Bob Schroeder, PBC Linear has evolved from “the little red bearing” company into a full solution provider of high-performance linear motion products. Since their first patent, the

Simplicity® self-lubricating plane bearing: a proven solution over failing ball-bearing technology, PBC has continued to develop new solutions to the toughest problems in linear motion. Looking ahead, PBC will strive to lead the way in innovation and new design. As experts in linear motion, PBC is world renowned for their wide breadth of products, solutions and services to ensure their customers receive the best solution to their application. Whether the application calls for reliable out-of-the-catalog components, sophisticated mechanical sub-assemblies, or full custom solutions, PBC Linear is dedicated to aligning customers with the product that best fits them. Learn more at www.pbclinear.com.