



# NCCM Nonwoven 12x More Valuable Than Competing Roll

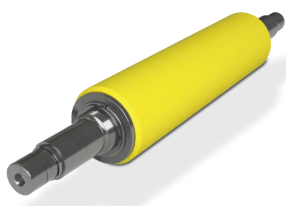
## Case Study 001

### Executive Summary

NCCM® Premier Yellow nonwoven rolls lasted a total of 12x longer than a competitor's rolls in a Japanese reversing mill.

### Featured Product

**NCCM® Premier Yellow Nonwoven Roll**  
The Proven High-Value Nonwoven Roll



The yellow original—outstanding in technical features, performance and service life

### NCCM Company Summary

NCCM Company produces nonwoven mill roll covers for the OEM, primary metals, automotive and industrial markets. NCCM's flagship product, the NCCM® Premier Yellow nonwoven roll, is often used in reversing mills and has been proven to give exceptional results.

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### Initial Challenge

The reversing mill was running a competitor's nonwoven rolls. The company was changing the rolls every three months, and the company suspected diameter shrinking due to abrasion was causing the rolls to perform poorly. To test this hypothesis, the rolls were sent to NCCM USA for testing.

### Desired State

The client did not want to replace their rolls as often. Halted operations increase costs, and the roll replacement cost can add up quickly. Even at a more expensive upfront cost, a one-time investment in a higher quality roll ends up costing less than continuous smaller payments toward an often-replaced roll.

### Custom-Engineered Solution

NCCM received the rolls and ran abrasion, fluid control and advanced wear/abrasion tests on the competitor's rolls. Answers emerged through the advanced wear/abrasion test. NCCM discovered the problem with the competing nonwoven rolls was not diameter wear but shape retainability. NCCM nonwoven rolls in the same testing environment retained their shape due to higher elasticity. With this knowledge in mind, the Japanese plant ran a trial of custom-engineered NCCM® Premier Yellow 9N rolls in their reversing mill (see charts below).

### Result and Customer Value-Add

The client's trial rolls had little to no OD change at 3 months, the previous life cycle of the competitor's rolls. The company tested NCCM's rolls again at 6 months, 9 months, 12 months, 15 months and 18 months. At eighteen months, they reground the rolls and placed them back on the line for another 18 months. NCCM nonwoven rolls lasted a total of 12x longer than the competitor's rolls and delivered high performance throughout their life. This is but one indicator of the extraordinary return on investment NCCM® Premier Yellow rolls can provide companies.

### Take Action

Stop wasting time and money on lower quality rolls. Do not hesitate to visit [NCCMCO.com](http://NCCMCO.com), reach out to [sales@nccmco.com](mailto:sales@nccmco.com) or call +49 151-2540-4346.

### Supporting Charts and Graphs

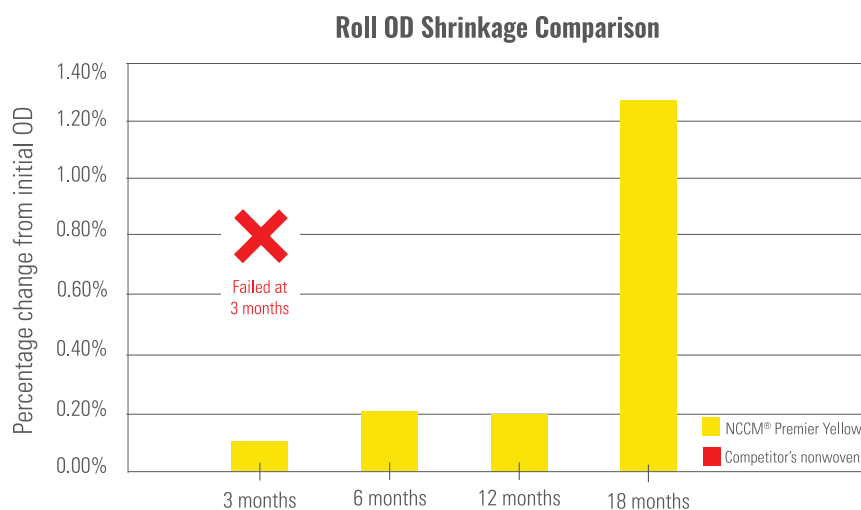


Fig. 1 Roll OD Shrinkage Comparison Chart—percentage change of outside diameter from beginning outside diameter.