ATRA-FLEX®
Flexible Couplings

Visit www.atra-flex.com and use our automated sizing guide for quick reference.

Customer Service and Technical Support: 800- 443-6613

# WHY ATRA-FLEX?

**QUICK REFERENCE and SELLING GUIDE for Distributors**

## *Why choose an in shear, elastomeric style coupling?*

Every day, applications all over the world such as pumps, conveyors, mixers, compressors and gearboxes rely on motor shaft couplings in order to keep their equipment and operations moving smoothly and efficiently. Generally, coupling selections are based on their ability to handle the applications torque, speed, horsepower, temperatures and shaft sizes. There could be spatial limitations to contend with but one of the important roles of a shaft coupling is to provide misalignment capabilities.

With the wide variety of couplings that meet the requirements, it is often hard to determine which style coupling would be best to use on specific applications. It is pretty well known that most people choose one over the other because of familiarity or brand loyalty, but some choose a coupling based on its ability to compensate for misalignment and one that requires a very limited amount of maintenance.

- What are the most troublesome issues Plants and Mills are facing today?
- **1. Unscheduled Downtime, Lost Production/Revenue**
- **2. Costly Maintenance Programs/Reliability**
- **3. Back Orders and Unacceptable Delivery Times**
- **4. Increasing EPA Regulations on Lubricants**

With the increasing plant issues they are facing today it's understandable as to why more and more plants are putting more emphasis on reliability and a strong focus on decreasing downtime.

ATR Sales Inc., the US manufacturer of the ATRA-FLEX brand and leaders in innovation and design with a sole focus on manufacturing couplings, has become known as one of the lowest maintenance and quickest change outs out of most coupling options today. With the introduction of ATRA-FLEX Flexible Couplings back in 1980 there was a significant change in the way the typical Jaw style couplings would be viewed. For the most part jaw coupling styles were used on smaller applications and the more demanding, high speed applications were generally sized into a Grid, Gear or Disc pack coupling. Most jaw style couplings require equipment to be moved back in order to replace the insert. Most jaw styles are metal to metal contact so by the time maintenance mechanics are aware their insert has sheared they are usually faced with replacing steel hubs which entails moving equipment thus increasing downtime maintenance. ATRA-FLEX couplings are capable on many larger, demanding applications replacing messy Grid, Gear and Disc pack couplings that can easily take up to 3 hours to repair. ATRA-FLEX Couplings can be repaired in minutes, saving customers on downtime expenses. Multiple sizes and multiple configurations offer a large torque range suitable for nearly any application which also makes ATRA-FLEX a smart choice for standardization. With no metal to metal contact or no need to move equipment, the only parts to inventory are your polyurethane inserts.

Here are a few of the benefits of an Atra-Flex in shear style coupling vs some of the other coupling options.

**Industry Leader in superior performance, ease of installation and maintenance, comprehensive technical support, customer service, and short lead times on standard and custom designs.**

- USA Made with exceptional delivery times for over 37 years, no oversea delays.
- No metal to metal contact between driving and the driven coupling halves allow unrestrained end float. No metal to metal contact means you do not have to replace steel hubs when insert shears saving on overall operation costs. No need to move equipment to install replacement insert means savings in downtime.

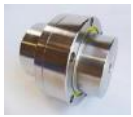
- Power is smoothly transmitted through a custom compounded polyurethane insert, which absorbs shock loads, dampens vibration, and electrically insulates the equipment while *accommodating axial, radial, and angular misalignment* with less reactionary loads thus extending the life of equipment.
- **ATRA-FLEX®** couplings eliminate the need for lubrication, which significantly reduces coupling failures, maintenance and downtime commonly caused by insufficient lubrication of gear and grid couplings.
- Unlike greased couplings, which attract dust and dirt that often get trapped inside the working parts of the coupling can cause wear. Our polyurethane insert operate in practically every type of weather, temperature, and chemical common in rotational equipment applications. ( sand and dirt do not hurt)
- The **ATRA-FLEX®** insert is the only spare coupling part needed. It is designed to shear in the event of an equipment lock up or severe coupling overload, acting as a fuse to prevent damage to the equipment. It can be replaced in minutes, minimizing downtime and simplifying inventory.
- Couplings available in Non-Spacer, Spacer, Limited End Float, Flywheel, Drop Out Spacer, Floating Shafts, Bushings, Axial Slide, Brake Wheel, Brake Disc make it an excellent choice for standardization.
- Inserts designed for harsh chemicals and high heat up to 350°F
- Bored to size up to size 5 with no additional charge. Dynamic balancing available
- Taper bore, splined bores, bushings, locking devices available.
- Corrosion resistant Melonite available in all coupling styles.

Original A Series®

Up to 570,000 (in-lb) of torque &10.500 shafts

Millennium "M" Series

Up to 3,610,000 (in-lb) of torque & 16 inch shafts



T-FLEX®

Up to 1,570,000 (in-lb) of torque & 20 inch shafts

Melonite Processing All Couplings available in our stainless steel alternative with a fraction of the cost. Corrosion resisant, will not scratch or wear off like nickel plating.

T-Flex API 610 Compliant Couplings available

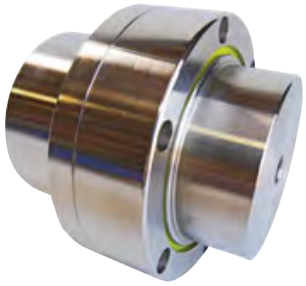
**NEW** T-FLEX HD Insert will increase torque up to 30% allowing for additional sizing options.

ATRA-FLEX® End Users Just a few of our current end users that have come to know and rely on ATRA-FLEX to keep them in motion.

# ATRA-FLEX®
## Flexible Couplings

Since 1980, ATRA-FLEX has been a leader in the design, engineering and manufacturing of flexible shaft couplings for rotational equipment throughout the world. Our hands-on approach and impeccable customer service philosophy have set us apart from the rest. ATRA-FLEX flexible couplings are depended on by professionals in the most demanding industries, including pulp and paper, steel, oil and gas, mining, and dredging.

***Industry leader in superior performance, ease of installation and maintenance, comprehensive technical support, customer service and short lead times on standard and custom designs.***



### Millennium® "M" Series

- No metal-to-metal contact; no need to replace hubs
- Easy "replace in place" design
- More internal support of insert, allowing higher HP in a smaller package vs. other similar styles
- Torque capacity up to 3,610,000 in-lb and up to 16" shafts
- Save on downtime costs with quick insert replacement and no lubrication

### T-FLEX® Series

- No metal-to-metal contact; no need to replace hubs
- Same easy "replace in place" design with bolt-on ring
- Transmits up to 1,570,000 in-lb of torque and up to 20" shafts
- Uniquely combines the stability of a compression style coupling with the safety of a shear coupling
- Requires no lubrication, saving you on time-consuming and labor-intensive maintenance

### Melonite Processing

Obtain optimal performance and service life with ATRA-FLEX's stainless steel alternative—an excellent option for any wet, damp or corrosive environments. This isn't a coating, but rather a ferritic nitrocarburizing process that hardens carbon steel up to a 57.6 RC. It won't chip, peel, or wear off, and adds more protection than your standard nickel plating.

MADE IN THE USA

MADE IN THE USA

**atra-flex.com**

Millennium® "M" Series Selection Guide

T-FLEX® Selection Guide

A Series® Selection Guide