

HARP improves the packing

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Kharkov Bearing Plant (HARP) has updated the multi-unit package for transportation of ball bearings with outer diameter up to 180 mm.

HARP actively cooperates with European partners and plans to enter the markets of America, Southeast Asia, Africa. In order to increase brand recognition and to care about customers HARP decided to update packing of bearings.

New design corresponds to all modern requirements, combining ecological compatibility, usability and comfort. The multi-unit package will have two variants in the form of boxes made of durable corrugate three-layer cardboard with removable cover. For individual package each bearing will be packed in pressure-tight solder polyethylene film.

The basic differences and benefits of new package:

- Using of ecological and moisture-resistant material, which will reliably protect the bearing during transportation and storage.
- Complicated configuration of the cutout, due to which the bottom, top and side pieces of the boxes have the increased durability. For convenient replacement, the boxes are equipped with ergonomic inset handles.
- Simple and modern design of the package allows to identify easily the HARP brand due to recognizable brand blue color and logotype, which is supplemented with the company slogan – “Proven solutions for you!”

HARP new packing format guarantees safety of the consumer properties and exploitation characteristics of bearing products according to all existed national and international standards.

Natalia Akimenko, Marketing Director, is confident that the high quality of HARP bearings together with the improved package will facilitate further successful and long-term cooperation with customers from different countries.

“In the nearest time, all the packages will have an updated style. The first bearings batch in the new package will be produced in August 2018”, – Natalia Akimenko announces.

It is to be recalled that since April 2018 HARP has extended the warranty period of the ball and roller bearings up to two years.

HARP bearings – proven solutions for you!

Source: HARP