

Customer Success Story: Capital Gear Ltd.

Market Served
Vehicle/Transportation



Commitment to genuine Eaton components giving rebuilder edge on competitors

Location:

Edmonton, Alberta, Canada

Segment:

Transmission rebuilder and
aftermarket parts sales

Problem:

Price cutters

Solution:

Genuine Eaton components

Results:

Satisfied, repeat customers and
increased sales

Contact Information:

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"When it comes to transmissions, Capital Gear solely uses genuine Eaton parts. Because of this dedication to quality, the transmissions far outlast the local competitors who don't use 100 percent genuine."

*Gerard Zentner, Founder and President,
Capital Gear Ltd.*

Background

Opening its doors for business in 2005, Capital Gear Ltd., Edmonton, Alberta, has quickly established itself as one of Canada's premier rebuilders of medium- and heavy-duty transmissions.

Gerard Zentner is the founder and president of the company, and has been in the parts industry for over three decades. His business philosophy is based on customer service – saying "Yes, we can" to almost every call and spending the time necessary to hunt for any product needed.

"From day one we have also emphasized honesty and integrity here," adds Zentner. "We haven't looked back and it's been quite a ride. We've grown dramatically and we have a great crew. So it's really exciting to be part of this tremendous growth."

That excitement is now being spread not only throughout Canada, including the Arctic, but also to 15 foreign countries and all of the United States. He described his company's territory as, "coast to coast to coast."

Challenge

"We have so much on our plate," states Zentner. "We start here early and go hard for 12 to 14 hours every day. We have five excellent technicians and it is important that we keep them going and keep production up as fast as we can to keep up with demand."

Zentner notes that many of the local rebuilders are using jobber parts and often there is a "race to the bottom" with continually lowering prices.

"It's rare to have someone in the truck parts market these days who is not using jobber parts in their rebuilt transmissions," he remarks. "But we are the exception to the rule, and quite frankly we refuse to do it. Quality works and our customers appreciate us because we only use the best quality available."

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Gerard Zentner, founder and president, Capital Gear Ltd.

Solution

That quality includes nothing other than genuine Eaton components in all of his rebuilt heavy-duty transmissions. He also says he only sells top-of-the-line Eaton clutches for heavy trucks.

“When it comes to transmissions, Capital Gear solely uses genuine Eaton parts,” he adds. “Because of this dedication to quality, the transmissions far outlast the local competitors who don’t use 100 percent genuine.”

Eaton Fuller gears and bearings, Eaton rebuilt transmissions, new Eaton transmissions, and new Eaton Advantage Series clutches make up the majority of components he purchases from Eaton.

“We work really hard to provide a high quality product that outshines the competition and using genuine Eaton parts helps us do that,” states Zentner.

All Eaton transmissions and clutches, new or remanufactured, use the same quality components and are certified to meet or exceed original equipment manufacturers (OEM) specifications.

The majority of Eaton transmissions at Capital Gear are rebuilt manual units.

Eaton’s Factory Reman transmissions include:

- an industry-best 2-year/unlimited mileage warranty, upgradeable to 3-year/unlimited;
- 100 percent genuine Eaton content;
- support by the Roadranger Network – the industry’s leading support system for drivetrain components that provides protection, support and training from experienced professionals;
- expert remanufacturing using Eaton technology; and
- dynamometer testing of the products to meet strict Eaton standards.

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For spec’ing or service assistance, call 1-800-826-HELP (4357) or visit www.eaton.com/roadranger. In Mexico, call 001-800-826-4357.

Roadranger: Eaton and trusted partners providing the best products and services in the industry, ensuring more time on the road.

Eaton’s top-of-the-line Advantage Series Solo and Advantage Series Easy Pedal clutches are his choice for clutches. Highlights of the Advantage Series include:

- 50,000-mile lubrication intervals for linehaul applications;
- proprietary facing material for longer life and better engagement;
- premium dampening through Eaton’s Vibration Control Technology (VCT); and
- industry-best 2-year/unlimited miles warranty protection.

Eaton Advantage Series clutches are also the number one OEM spec in North America.

Result

“About four years ago we made a conscious decision to change how we do things,” notes Zentner. “We abandoned jobber parts and went exclusively with genuine Eaton components for our transmissions. When we did that, our business got bigger and stronger. That decision has helped our visibility and people now see what we are doing and like what we are doing. Quality sells.”

Zentner relays how customers are now telling him Capital Gear transmissions are performing so well, many are still operating well past the warranty period. Consequently, more and more of those same customers have become repeat customers.

“It’s amazing what using genuine quality does for us,” he says. “We’re more than pleased with what Eaton has done to help our business grow.”

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