



# Exploring Baldwin



realizing the potential



advancing the technology



extending the limits



# A FOUNDATION OF QUALITY

In 1936, J.A. Baldwin was one of the first to recognize the importance of improving mobile filtration. He designed a better lube filter and began production in Wisconsin. In 1953, he moved his manufacturing operation to the nation's heartland and started producing quality filters with nine employees. Today, Baldwin Filters has grown into an international company with an ever increasing global presence and a continued commitment to quality.



# Realizing the potential...

of a worldwide market

## *growing stronger*

In 1981, Baldwin Filters became part of CLARCOR (NYSE), a diversified group of manufacturing companies. Other CLARCOR companies — Airguard, ATI, Clark, Facet International, FPI, Hastings Premium Filters, Purolator Air Filtration, Purolator Facet, Total Filtration Services and United Air Specialists — along with Baldwin Filters, are able to share the latest ideas and technology and create synergies that lead to better products.

Baldwin Filters realizes the potential for filter products in the world market. With manufacturing and distribution centers in the U.S., Mexico, the United Kingdom, Belgium, China, Australia, Morocco and South Africa, Baldwin Filters has a reputation worldwide for quality products and services.



## *broad coverage*

Over the years, Baldwin Filters has expanded and refined its line of quality filters to meet the demands of today's global market. Baldwin offers heavy-duty protection under tough operating conditions for over-the-road commercial vehicles, off-road construction, mining and logging equipment, as well as industrial, agricultural and marine applications.

This heavy-duty philosophy has also been applied to the production of filters for passenger cars, light-duty trucks, vans and sport utility vehicles around the world.



## *commitment to growth*

Coverage and consistency drive Baldwin's growth in the heavy-duty market. When it comes to coverage, we build the widest range of heavy-duty filters in the industry. Our coverage is strengthened by our ability to consistently manufacture filters designed to meet or exceed the quality, performance and supply requirements of our original equipment and aftermarket customers.

# INNOVATIVE PHILOSOPHIES

In the competitive world of mobile filtration, Baldwin gains an edge with a tradition of innovation — from the way a filter is designed and manufactured to the way it is marketed.



# Advancing the technology...

to build a better filter



## *designing filters*

Baldwin's team of engineers continually looks for ways to improve our product. Working from the basic filtration design and using the latest technology like 3-D CAD modeling and stereo lithographic prototyping, the engineering group leads the way with innovative, patented designs such as radial seal air filters, self-venting drain valves for fuel/water separators and controlled release coolant products.

Our goal is to design filters that meet or exceed OEM specification. All Baldwin filters are tested in our state-of-the-art technical center and undergo extensive field testing.



## *manufacturing filters*

Quality is Baldwin Filters' first priority. Baldwin Filters is not just a filter assembler like many large companies. A vertically integrated manufacturing process allows Baldwin to provide maximum control and consistency by not only producing filters, but also by manufacturing filter components.

Baldwin filters feature centertubes with spiral seams which increase strength, while a high-speed pleating machine gives pleats exceptional uniformity and greater efficiency. Baldwin also uses unique can/baseplate seaming processes that give filters a greater ability to handle high pressure surges. The practice of building a filter from the base up allows quality and cost control, giving Baldwin Filters an advantage over the competition.



# QUALITY - THE DRIVING FORCE

Total Quality Management drives our manufacturing process. Every phase, from raw material purchase to final inspection, from internal processes to distribution, is designed to meet high quality standards.

Baldwin Filters was among the earliest filter manufacturers to become ISO 9001 and QS 9000 certified. Baldwin continues to maintain TS 16949:2009 and ISO 9001:2008 certification and has also achieved preferred vendor status with many organizations that outsource filters and related equipment.



# Extending the limits...

## of quality products *continuing quality*

Baldwin Filters continually reviews and revises its quality guidelines to fit the changing demands of today's world. While other manufacturers have reduced quality to improve their bottom line, Baldwin Filters has held fast to its core belief that quality comes first.



### *distribution*

A state-of-the-art automated warehouse facility, designed to provide superior service to the distributor, is now in place at Baldwin Filters. The operation is controlled by a new Warehouse Management System, which utilizes bar coded picking labels and Radio Frequency scanners to move all products through the facility. This automated system facilitates accurate, on-time deliveries.



### *network advantage*

Baldwin Filters maintains an extensive distribution network, with over 2,500 distributor/dealers worldwide. Baldwin Filters' broad product line gives Baldwin distributor/dealers the advantage of being a one-stop filter source.

To complement this network, Baldwin Filters has the industry's largest sales force to meet growing global demands.



## DEDICATION TO SERVICE

Baldwin's dedication to service does not end when the order is placed. Making sure customers have access to vital filtration information is important to Baldwin Filters. Teams of professionals with in-depth knowledge of filtration products have been established to assist with all filter inquiries.





# Giving our customers...

the service they deserve

## *catalog research*

The Baldwin Catalog Research department leads the industry in research and communication. A team of professionals continually research and add new applications and cross-reference information. As a result, Baldwin Filters produces the most comprehensive catalog in the industry with more cross-references and applications than the leading competitor. This information is compiled and made available in the industry's most comprehensive and easy-to-use print and online catalogs.

## *customer service*

Baldwin's Customer Service Representatives are a trained group of individuals who can assist with customers' order processing needs. They are available to place orders, track shipments, provide inventory updates and answer order processing questions.

## *service engineering*

Our Service Engineering Department is available to help resolve any concerns associated with the use of our products or technical questions about warranty issues.



## *catalog/technical hotline*

The Baldwin Filters Catalog Hotline was designed to reduce the amount of time customers spend looking for answers to questions concerning cross-reference, product applications, specifications, product profiles and technical information.



## SALES & MARKETING TEAMS

Baldwin Filters has the largest sales force in place to better serve our customers. Baldwin salesmen work hand-in-hand with our marketing team to aid customers with training, promotions and sales.



# Providing customer support...

through sales and marketing

## *electronic connection*

Baldwin Filters has established a strong presence on the worldwide web with immediate access to up-to-date cross-reference and application information, new product specifications, literature updates, and technical bulletins. With advanced Internet technology, Baldwin is available 24 hours a day.

Baldwin Filters' Online Catalog puts the latest cross-reference and application information at our distributor's fingertips.



## *marketing support*

The Baldwin Marketing Team focuses on building brand preference through promotional, advertising and sales support. A number of programs exist to assist distributors around the world in promoting their Baldwin filter sales. Further product support is provided through a line of promotional literature designed for the worldwide market.



## *strategic positioning*

With the largest and most knowledgeable sales force in the filtration industry, Baldwin is able to work directly with our distributors to increase sales. With equipment surveys, fleet registrations and technical training, the Baldwin Filters sales force has the tools needed to help our customers develop new fleet relationships.



# BALDWIN FILTERS... KNOWN FOR QUALITY.



Baldwin is the industry leader in heavy-duty filters. Baldwin engineers anticipate an ever-increasing demand for filters that meet or exceed OEM and aftermarket customer expectations.



Long before the industry adopted the philosophy, Total Quality Management guided Baldwin Filters' manufacturing and distribution processes. Baldwin continues to earn preferred vendor status and TS 16949:2009 and ISO 9001:2008 certification.



Baldwin Filters is committed to manufacturing the best products and services in the filter marketplace. It's a commitment based on continued engineering of production facilities, ongoing training of employees, and refinement of already sophisticated research operations.



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