



# NCCM Nonwoven 12x More Valuable Than Competing Roll

## Case Study 001

### Executive Summary

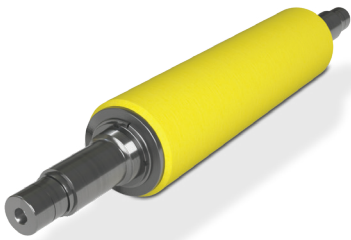
NCCM® Premier Yellow nonwoven rolls lasted 12x longer than a competitor's rolls in a Japanese reversing mill.

### About NCCM

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 a high value-add product providing superior long life and fluid control.

### Featured Product

NCCM® Premier Yellow  
The Proven High-Value Nonwoven Roll



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

### Key Features

- ✓ Repairability
- ✓ Long Life

NCCM Company Marketing and Sales Team  
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### Initial Challenge

Our customer was changing the competitor's rolls every three months, and 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 tests on the competitor's rolls. 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 three months, compared to the previous life cycle of the competitor's rolls. The company tested NCCM's rolls again at six months, nine months, 12 months, 15 months, and 18 months. At 18 months, they reground the rolls and placed them back on the line for another 18 months. NCCM nonwoven rolls lasted 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

