



EXPERT ADVICE

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In order to get the most out of your equipment, it's important to be knowledgeable about all the parts available to you. Learn how OEM parts can save you, the operator, money, time and labor.

Q. Explain the difference between OEM and Generic parts.

Ken Beasley: OEM stands for "original equipment manufacturer". An OEM part is a part supplied by the original equipment manufacturer. A generic part is made by a different manufacturer that tries to mimic the look and functionality of the OEM part.

Q. Why is it important to use OEM parts?

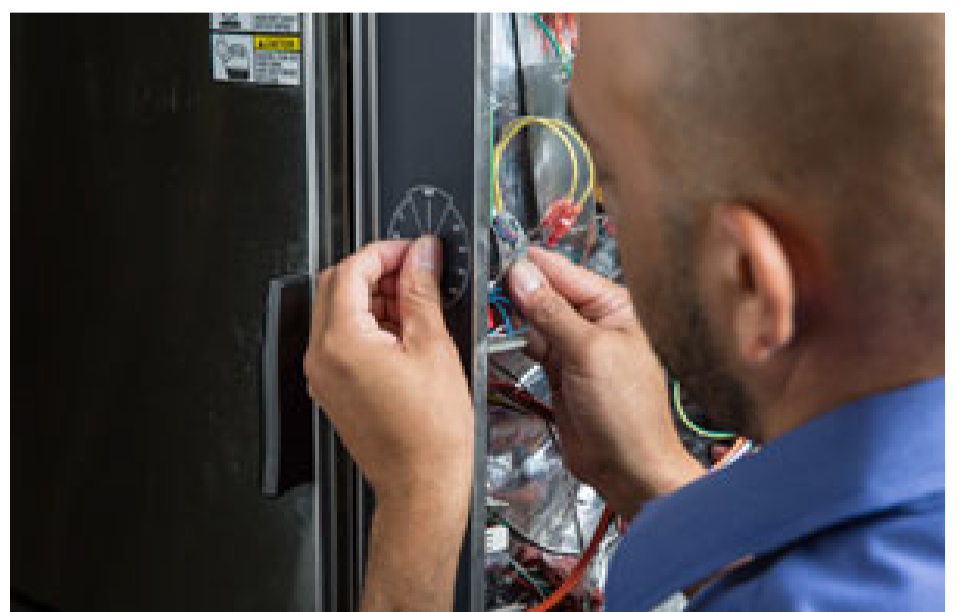
KB: First, if you're an authorized servicer, you've been trained by the manufacturer to service their piece of equipment. Part of your commitment in representing that manufacturer is that you're going to use OEM parts. Second, from a repair standpoint it takes out one variable doing the repair, because you know it's the same part you took out. Also, you've got better support from the OEM when there are issues. If parts fail, the OEM is very good about standing behind the parts they supply.



Ken Beasley, President of Heritage Service Group



Using OEM parts helps equipment perform at peak efficiency.



OEM parts must be used to maintain warranties.

Q. How can using OEM parts save the operator money, time or labor?

KB: OEM parts must be used to maintain warranty. If it's discovered you're using generic parts, your warranty can be voided.

Manufacturers are constantly assessing the quality of their components. By buying the part from the OEM, when they upgrade or make design improvements to the part, the customer gets the "latest and greatest" part for that piece of equipment.

Equipment today is more complicated, not less. With more components, you gain efficiencies and performance. The downside is you've got more opportunities for failure. As more parts are put into equipment, knowing that your part is the one made for that manufacturer to their specs is becoming even more important.