

## Design engineers turn to Huco Direct for rapid delivery

**In the competitive world of product design it is often the case that the early bird catches the worm. In other words, if you launch your latest product before your competitor you have a far higher chance of recouping your R&D costs and taking the market lead. To achieve this, engineers are put under immense pressure to deliver prototypes on extremely short lead times – meaning they need to be able to trust their supplier.**

When it comes to precision couplings, Huco, a premier brand of Altra Industrial Motion Corp., is already known for offering a large catalogue of high-quality designs. With the launch of

[Huco Direct](#), customers can now order directly from the factory via an online shop. Particularly suited to engineers who require low order volumes and fast delivery, the service promises next day shipping to the UK, Europe and the USA on all standard orders.

Design engineers looking for zero backlash, precision solutions that meet their design brief will find it easy to browse the 85,000+ standard parts available thanks to filters and a search tool. Coupling designs include Oldham, beam, disc, bellows, double loop, rigid and flexible jaw, as well as universal joints and miniature friction clutches. Once the coupling type has been selected the user can browse by material, torque and size; for total design control, it's even possible to specify bore diameter and add keyways if desired.

Having browsed the site to find a part that meets their needs, registered users are able to download a 3D CAD model in a variety of file formats

As with most ecommerce platforms, a simple click of the mouse will see the desired product added to the shopping cart, and checkout can be completed using a credit card or PayPal with payment in British Pounds, Euro or US Dollar being accepted.

Unlike many online sellers who act simply as distributors for other brands, customers who buy from Huco Direct are buying from the manufacturer. With total control over the supply chain, Huco is able to ship most standard orders within 24 hours. This is the ideal service for an engineer who needs to trust that their order will arrive on time.

### **Image Captions:**

**Image 1:** Design engineers looking for zero backlash, precision solutions that meet their design brief will find it easy to browse the 85,000+ standard parts available.

**Image 2:** Registered users are able to download a 3D CAD model in a variety of file formats.

## About Huco Direct

With more than 50 years of innovation, Huco is recognised as a world leader in precision coupling and piston air motor technologies. Backed by extensive application experience, utilising the most advanced materials, Huco designs and manufactures innovative power transmission solutions that meet the most demanding customer requirements.

Huco has launched an e-commerce service that allows end users to order precision couplings direct from its manufacturing headquarters in Hertfordshire, UK. By ordering with Huco Direct customers can order genuine parts direct from the manufacturer – offering quality advantages as well as reliable delivery times. With over 85,000 standard part numbers that are available to ship within 24 hours, the global service includes free shipping to any location in the UK, Europe and USA.

For more information, visit [www.hucodirect.com](http://www.hucodirect.com)

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