



B&T Bearing – Call Script: Industry-Specific Benefits by Feature Talking Points

Manufacturing

“We can spec your rollers to reduce friction, extend uptime, and keep flow consistent through tight quarters.”

Aviation

“Compact design, high precision—ideal for hangars and maintenance bays where every inch counts.”

Military

“Custom BTUs withstand impact, weather, and load variations, built for the demands of defense operations.”

Warehousing

“Our modular setups let you adjust without overhauling—perfect for growing logistics centers.”