



PRODUCT SPOTLIGHT



This tailor-made Rod End assembly is engineered for high-load applications and extreme weather conditions/environments delivering durability and consistent performance.

Its precision three-piece design integrates dissimilar materials – alloy steel housing, copper alloy bush, and stainless steel ball –to optimise strength, wear resistance, and reliability. A specially developed die ensures accurate assembly and structural integrity.

Designed for long-term sustainability, the Rod End assembly offers excellent load-bearing capability and corrosion resistance in demanding operating conditions.

INDUSTRY TRENDS WATCH IN 2026

The spherical rod end industry has evolved from its early military applications into a critical component of modern industrial systems. This growth has been driven by continuous advancements in materials, precision engineering, and manufacturing technologies.

Rod End assemblies used in applications such as electrical switchgear and dampers are increasingly required to deliver high precision and durability under heavy loads. A strong focus on robust design and manufacturing accuracy is shaping the next generation of reliable, long-lasting assemblies.



LIFE @ SEE

The Leadership team came together for open and honest conversations, reflecting on past challenges and aligning on actions to move forward together at the outbound meeting.

The session concluded with an engaging Bollywood Bonanza activity led by a professional trainer. While fun and energetic, the exercise reinforced the importance of collaboration and communication across teams. The trainer also introduced the practice of documenting "ASK" and "SHARE" items, helping strengthen alignment and understanding across the organisation.