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NEWS RELEASE

HARTZELL ENGINE TECHNOLOGIES INTRODUCES NEW BRANDING FOR ITS AIRCRAFT ALTERNATOR, STARTER, CABIN HEATER, TURBOCHARGER AND FUEL PUMP PRODUCT LINES

Plane-Power alternators, Sky-Tec starters, Janitrol Aero cabin heaters, AeroForce turbochargers and Fuelcraft fuel pumps all get updated identities and websites.

Oshkosh, WI, (July 25, 2017) — Mike Disbrow, president of Hartzell Engine Technologies (HET) (Oshkosh booth #1111-1113, Hangar A) has announced the rebranding of its five product lines.

“As we’ve acquired various companies, our team has worked very hard to integrate them under the Hartzell umbrella,” Disbrow said. “It has taken a lot of effort but I think we’ve accomplished that goal. Our efforts to have end-users associate these products with Hartzell hasn’t met with the same degree of success. It’s a testament to the strength of the brand that when you say Hartzell, everyone automatically thinks of propellers.”



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“Since we’ve also acquired very strong brands that are well known for some of the products we make, rather than attempting to re-brand them under the Hartzell banner we’re going to leverage their product identities,” he said. “We will continue to use Sky-Tec for all of our starter products, Plane-Power for all our alternator products and Janitrol Aero for all of our cabin heater products.”

“Since the turbocharger and fuel pump lines had no natural branding, we have elected to develop new names and logos for each of them as well,” Disbrow said. “We anticipate that the rebranding efforts will only work to strengthen their name recognition with aircraft owners and maintainers.”

Disbrow outlined the new branding and identity strategy for the five product types as follows:

- Plane-Power will be the brand name for all HET produced aircraft alternators.
- Sky-Tec will be the brand name for all HET produced aircraft starters.
- Janitrol Aero will be the brand name for all HET produced aircraft cabin heaters.
- AeroForce will be the brand name for all HET produced aircraft turbocharger products.
- Fuelcraft will be the brand name for all HET produced aircraft fuel pump products.

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To support these branding efforts, Disbrow said that the Hartzell Engine Technologies corporate website is being revised to reflect the new direction and that each brand will have its own website to reflect the new naming and positioning.

“The updated HET website (Hartzell.aero) as well as new Sky-Tec (SkyTec.aero) and Janitrol Aero (Janitrol.Aero) sites are live,” he said. New web sites for AeroForce, Fuelcraft and Plane-Power are in development and should be launched in the coming months.”

(GRAPHICS)

High-resolution logos are available at: www.Hartzell.aero/media-room/

About Hartzell Engine Technologies LLC.

Hartzell Engine Technologies LLC, along with its sister company, Hartzell Propeller Inc., form the general aviation business unit of Tailwind Technologies Inc., a growing aerospace technology company. Hartzell Engine Technologies is the leading OEM supplier of aircraft cabin heating solutions and engine accessories, including AeroForce turbocharging systems, Plane-Power aircraft alternators, Sky-Tec starters, Janitrol Aero cabin heaters and Fuelcraft fuel pumps. For further information about Hartzell Engine Technologies and its products please visit: www.Hartzell.aero.



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