



**WITTENSTEIN**

## **The strong WITTENSTEIN name and the alpha brand**

**Global standardization strategy launch on July 1, 2008**

One brand worldwide: from July 1, 2008 all Business Units and international subsidiaries in the WITTENSTEIN Group will be united under the WITTENSTEIN name. When WITTENSTEIN was established in 2001 as a specialist for mechatronic drive technology, the foundation was laid for a global group – an ambitious project that is now being taken an important step further.

Today, products built by WITTENSTEIN are in action wherever systems and parts have to be driven and controlled with utmost precision. WITTENSTEIN offers a broad portfolio of solutions, including the alpha high-precision planetary gearheads, complete electromechanical drive systems and AC servo systems and motors.

While continuing to expand in traditional commercial markets, WITTENSTEIN's attention is increasingly focused on growth niche fields like aerospace or drive technology in human applications as well as in environments that are too hostile for anyone to work in, for instance several thousand feet under the ice sheet in the Norwegian Sea where WITTENSTEIN drives play a vital role in the extraction of natural gas and oil.

### **Being one with the future**

The transition from a set of company brands to a globally standardized identity with strong Business Units and subsidiaries is a logical result of the WITTENSTEIN Group's increased convergence and muscle. Through its claim "WITTENSTEIN - being one with the future", the Group – with its some 60 subsidiaries and agents in 40 countries around the world – presents a unified face to customers and the community as an expert in drive systems, gearing, electronics, industrial systems and special applications, drive technology in human applications, aerospace and simulation technology.

### **New names – worldwide**

As of July 1, 2008, the WITTENSTEIN North American subsidiary of alpha gear drives, Inc., established in 1993, will be known as WITTENSTEIN, Inc. The six other Business Units – WITTENSTEIN electronics, WITTENSTEIN motion control, WITTENSTEIN cyber motor, WITTENSTEIN intens, WITTENSTEIN bastian and WITTENSTEIN aerospace & simulation– will keep their existing names but appear in the new corporate color under the standardized WITTENSTEIN logo.

For more information on our company or our solutions, please visit us online at [www.wittenstein-us.com](http://www.wittenstein-us.com).

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High-tech products made by **WITTENSTEIN** fly into space and win Formula One races. Intelligent drive systems – from the world's smallest high-performance servo drive to the latest in state-of-the-art medical technology – are developed, manufactured and marketed by our global team. With a blend of dedication and enthusiasm, we set benchmarks – everyday – worldwide.



WITTENSTEIN North America  
Bartlett, IL

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