

## COMPANY NEWS

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Webtec  
1290 E. Waterford Ave.  
Milwaukee 53235  
Wisconsin  
U.S.A.  
[www.webtec.com](http://www.webtec.com)

## Webster Instruments rebranding as Webtec

Webtec, Milwaukee, WI: After years of operating with different names in Europe and North America, a new, singular name will define the hydraulic measurement and control specialist.

For years, North American customers in need of reliable hydraulic test equipment and control valves have turned to Webster Instruments to find products they can count on to perform. However, worldwide the company trades under different names including Webster Instruments, Webtec Products, Webster Messtechnik, and Webtec. The different brand names were selected to meet regulatory requirements in the countries served, not to create confusion.

As the company's 50th anniversary approaches, the company's Directors thought unveiling a single name, logo and web address were appropriate ways to mark the milestone while unifying operations under a single, trusted name.

Beginning November 5, 2013 Webster Instruments, Webtec Products and Webster Messtechnik will all be known simply as Webtec. They'll also share a single website, [www.webtec.com](http://www.webtec.com). The new name and logo pays homage to the company's past while giving it a fresh start for its next half-century of service "We're still the same company, manufacturing the same innovative products and the same people our customers have come to know and trust," said Martin Cuthbert, Webtec's Managing Director. "The only thing that changes November 5 is our name – not our commitment to supplying quality products to our customers."

Webtec was founded in 1964 as a joint venture between Webster Electric and Applied Power. The company's very first name was Tektro-Webster Ltd. Through the years, the company's name has changed several times and it has operated under different names in different parts of the world.

For more details about Webtec, its products and the roll out of its new name, visit the company's website at [www.webtec.com](http://www.webtec.com).

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About Webtec.

Webtec designs, manufactures and distributes a range of hydraulic components and hydraulic test equipment for the mobile and industrial machinery market. Webtec has nearly 50 years experience in the fluid power industry and specialises in flow control valves and flow measurement. The company, whose headquarters are based in St Ives, Cambridgeshire is privately owned and employs a total of 50 people in the UK, France and North America.

For additional information on Webtec visit our web site: [www.webtec.com](http://www.webtec.com)

For questions regarding this press release please contact Mike Thomas on 1-800-932-8378 or email [sales-us@webtec.com](mailto:sales-us@webtec.com)

