



- in Fluid Energy Management

ONE BRAND NAME FOR OLAER

The worldwide Olaer Group, with operations in more than 20 countries is undergoing a “brand unification program”, where the only brand that will be actively promoted in all of their operating countries will be that of OLAER by April, 2010.

The company whose focus is hydraulic accumulators and cooler products, serving a diverse range of industries will discontinue the brand names, Oiltech, Oilair and FCH. The only slight deviation is in the UK, where the name Olaer Fawcett Christie will be used.

Tom Hughes, Commercial Director of the Olaer Group commented, “We have carried out extensive consultation with our customer base, many of whom are globalizing their operations. They saw value in unifying the identity of the Olaer Group under one brand name”.

He went on to say, “We are truly excited about making this change and do not perceive our efforts as something simply “skin deep”. We have come a long way in the process of developing as an organization and this is a signal to the market that we are able to operate seamlessly on an international basis, collaborating in ways that truly add value for our customers”.

“Oilair Hydraulics has been a great success for us in the USA, becoming a market leader in accumulator and cooler products. With the change to Olaer USA, we will offer a wider range of accumulator products and to raise our profile as a supplier of superior cooling products.”

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