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## **Sullair Introduces New Look, Brand Promise at CONEXPO-CON/AGG 2017**

**CHICAGO – March 7, 2017** – Sullair, an industry leader in innovative compressed air solutions since 1965, today introduced the “next half-century” of the company at CONEXPO-CON/AGG 2017 in Las Vegas. The company’s portable air compressors will now feature a bold new look – “The Sullair Power Stripe” – which represents a commitment and recommitment to three things: reliability, durability and performance.

“The Sullair Power Stripe symbolizes what the company stands for today,” said Russell Warner, Vice President, Rental & Infrastructure at Sullair. “The logo, which represents our heritage, remains the same, while the new stripe embodies our bold vision for the future and our objective to remain focused on our three brand pillars: reliability, durability and performance.”

The new Sullair Power Stripe will be prominently featured on both sides of each compressor. The Sullair logo will be featured prominently within the black stripe, which is flanked against the traditional Sullair green color customers are accustomed to seeing.

Reliability can be seen in many of the company’s Tier 4 Final adaptations. Just one example is a 7-inch touch screen on the 1600H Tier 4 Final portable air compressor, which was also introduced by the company at CONEXPO-CON/AGG 2017. Customers can rely on the advanced touch screen for accurate, timely information regarding the machine’s performance.

Durability is what Sullair has long been known for. “Bulletproof” is but one word customers often use to describe Sullair air compressors—in particular, the signature air end. Customers have come to expect their Sullair compressors will perform day in and day out, year after year. Sullair continues to build upon this promise with its latest Tier 4 Final innovations.

Sullair understands its customers’ days depend on the performance of their compressors. Uptime is critical, and for that reason, runtime was a critical element taken into consideration as Sullair resigned its units for Tier 4 Final compliance. For instance, the 185 and 375 Tier 4 Final units were designed for fuel efficiency with oversized fuel tanks, allowing for up to 10 hours of run-time. The 375 family has a 5-7% improvement in fuel consumption at full load compared to previous models.

Sullair also introduced its new “Core Offering” bundles for Tier 4 Final units in the United States. The company is setting itself apart by making many previously optional features standard, without raising the price, giving the customers more for their money. New standard features on small portables include low-fuel shutdown; CDT gauge; air filter maintenance



indicators; LED tail lights; and a 5-year warranty on the air end. Larger portable units have forklift pockets and cold weather features as standard.

Visit Sullair in the Bronze Lot - Booth B7801 at CONEXPO-CON/AGG 2017 to learn more about the new look, brand promise and product offerings.

### **About Sullair**

Since 1965, Sullair has developed and manufactured air compressors with proven reliability and wear-free durability. Sullair is globally recognized as a leading manufacturer of portable air compressors, contractors' air tools, stationary air compressors, compressed air treatment equipment and vacuum systems. Additionally, Sullair provides customers with a full line of aftermarket parts, fluids and services. Sullair has manufacturing capabilities in Michigan City, Indiana; Shenzhen and Suzhou, China; Mahindra World City, India; as well as a JV (IHI-Sullair) based in Suzhou. For more information, visit [www.sullair.com](http://www.sullair.com).

### **About Accudyne**

Accudyne Industries is the parent company of Sullair, and a global provider of precision-engineered, process-critical and technologically advanced flow control systems and industrial compressors that deliver consistently high performance and give confidence to the mission of its customers in the most important industries and harshest environments around the world. Today, Accudyne is powered by ~2,700 employees with 14 manufacturing facilities, supporting a broad range of industries in more than 150 countries. For more information, visit [www.accudyneindustries.com](http://www.accudyneindustries.com).