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U.S. TSUBAKI LAUNCHES ITS NEW BRANDING CAMPAIGN IN THE POWER TRANSMISSION AND MOTION CONTROL INDUSTRY

Leading the Movement

Wheeling, IL, August 1, 2019 – U.S. Tsubaki Power Transmission, LLC launches its new brand positioning campaign today showing its commitment to service and innovation by being the industry's leading partner for optimizing operations.

As the power transmission and motion control industry demands more progressive ways of improving efficiency, maximizing uptime, and generating cost savings in its industrial operations, U.S. Tsubaki is committed to being a partner to help companies achieve these goals. In light of this, a new brand campaign has been developed called "Leading the Movement." To highlight all of the ways U.S. Tsubaki is *Leading the Movement* in partnering with customers to achieve operational excellence, a new digital advertising campaign has been kicked off, and will continue throughout 2019 and beyond.

"U.S. Tsubaki's continuous growth has been a direct result of the dedication and hard work of our people providing innovative products and solutions that keep our customers' operations running efficiently," said George Basel, Director of Marketing & Product Management at U.S. Tsubaki. "We pride ourselves in our ability to be hands-on and resourceful in helping our customers improve and optimize their manufacturing operations to maximize profits."

Unexpected downtime can be costly, and that is why U.S. Tsubaki is *Leading the Movement* to be the industry's partner in keeping operations running smoothly.

U.S. Tsubaki Power Transmission, LLC is a leading manufacturer and supplier of motion control and power transmission products and is a subsidiary of the Tsubakimoto Chain Company, headquartered in Japan. Tsubaki produces high-quality products for a wide range of industries and applications including roller chains, conveyor chains, sprockets, cable & hose carrier systems, clutches and backstops, and continuous flex cables.

To learn more about how U.S. Tsubaki can optimize your operations visit us as www.ustsubaki.com or call us at (800) 323-7790.