

# SIMPLY SMARTER GROUND SUPPORT

Ground power units, pre-conditioned  
air units and accessories



It's all about connections



# ITW GSE EXPERIENCE YOU CAN COUNT ON

**ITW GSE is a leading supplier of ground power units, pre-conditioned air units and accessories, with roots stretching back nearly 100 years.**

If you are in aviation and haven't yet done business with ITW GSE, there are some very good reasons for getting to know us.

A subsidiary of Illinois Tool Works (ITW), we are a leading supplier of ground support equipment and accessories to customers worldwide. We engage in everything from single-gate installations to airport-wide projects, and have supplied our customers with over 80,000 units to date.

Prior to 2018, we sold our products under the AXA Power, Hobart, Houchin, Military and J&B Aviation brands. Now we're simply ITW GSE. Same great company. Same great products. Same great people.

As an ITW company, we have a unique way of doing business and financial strength you can depend on. But our true core is the talent and dedication of our people. At ITW GSE, we focus on what we do best, and we do it better than anyone else. We share knowledge, and we learn from our customers. We are motivated by a strong sense of belonging, and by the pride we take in serving customers every day.



ITW GSE - wholly owned division of ITW



Illinois Tool Works

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## WHAT DRIVES OUR BUSINESS?

### The ITW business model

ITW GSE operates in accordance with the successful ITW business model. This model gives us significant flexibility to customize our approach to the aviation industry, enabling us to better serve our customers.



#### **ITW GSE Vision:**

We will supply the cleanest, most reliable and cost efficient GSE Systems to the aviation industry.

#### **80/20 business process**

The 80/20 model remains a key driver and competitive advantage for ITW GSE. The model involves continuous simplification and focus on the 20 percent of our products that generate 80 percent of our business. This enables us to streamline our production flow and deliver quality products to our customers with short lead times.

#### **Customer-back innovation**

ITW businesses focus on developing insights around key customer needs and pain points - insights that drive our innovation. ITW's portfolio of more than 16,000 granted and pending patents reflects our ongoing commitment to developing innovative solutions for our key customers.

#### **Decentralized entrepreneurial culture**

The heart and soul of ITW is the dedicated people around the world who thrive in the company's decentralized entrepreneurial culture. This makes ITW's culture unique. While we upscale our business, we work hard to make sure that we continue to think and act like smaller companies.



# VALUE ADDED PRODUCTS

## Through customer-back innovation

ITW GSE focuses on connections that are critical to aircraft, monitoring market trends, developing innovative value-added products and providing our customers with world-class know-how and solutions to their exact needs. We invented the patented Plug & Play feature that provides unique voltage at the aircraft plug. We have also designed the market's only modular PCA with easy swap of cooling modules, and the 2400 Power Coil, which combines a converter and a cable handling system in a single cubicle.

## The ITW GSE Way

The backbone of all ITW GSE design work is our common design platform, which offers significant advantages. For example, all ITW GSE products are equipped with an ITW GSE icon-based user interface that's as easy and intuitive to use as a smartphone. This interface is shared across ITW GSE products, so that airport staff already familiar with one of our products can easily operate another. Fewer human errors during operation, simplified user training, reduced spare-part requirements and quick service and repair are additional advantages.

Our common design series currently includes the 1400 solid-state 28 VDC GPU, the 2400 solid-state 400 Hz GPU, the 2400 solid-state 400 Hz Power Coil, the 3400 PCA, the 4400 diesel-driven 400 Hz GPU, the 5400 gasoline-powered 400 Hz GPU, the 6400 28 VDC GPU, and the 7400 battery-powered GPU.

Our portfolio also includes cables, plugs and PCA accessories sold under the J&B Aviation brand.



**EASY TO USE**  
COMMON DESIGN PLATFORM



**QUICK SWAP**  
OF COOLING MODULE



**115 ± 3 V**  
UNIQUE VOLTAGE QUALITY



**17,000**  
PATENTS GRANTED



*"Innovation has always been at the core at ITW"*  
- Scott Santi, ITW  
Chairman of the Board  
of Directors

# MORE THAN 80,000 UNITS IN SERVICE IN OVER 100 COUNTRIES

Supplying ground support equipment, accessories and critical knowhow to customers worldwide, ITW GSE works with everything from single-gate installations to huge airport-wide projects. We have delivered over 80,000 units to date, and we are known throughout the industry as a capable and dependable organization, backed by the financial strength of our parent company.

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**ITW GSE Americas  
United States**

*Production  
Sales  
After sales*

**ITW GSE Group UK  
United Kingdom**

*Sales  
After sales*

**ITW GSE ApS  
Denmark**

*Production  
Sales  
After sales*

**ITW GSE ApS (Branch)  
United Arab Emirates**

*Sales  
After sales*

**ITW GSE (Branch)  
Singapore**

*Sales  
After sales*

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