



**TW  
GSE**



# THE LEADING SUPPLIER OF GROUND SUPPORT EQUIPMENT

Ground power units, pre-conditioned  
air units and accessories



**TW GSE AXA POWER HOBART HOUCHEIN J&B AVIATION MILITARY**

It's all about connections

# ITW GSE A GLOBAL COMPANY

**ITW GSE is a leading supplier of Ground Power Units (GPU), Pre-Conditioned Air Units (PCA) and accessories in the aviation industry.**

ITW GSE includes the renowned brands of AXA Power, Hobart, Houchin, J&B Aviation and ITW GSE Military. We have worked in the GSE business longer than anybody else and know what we are talking about.

ITW GSE employees have a strong sense of belonging. We work as a team and learn from each other. We focus on what we do best and we do it better than anyone else. Our corporate values and the dedication of our workforce is the cornerstone of our success.

ITW GSE is owned by Illinois Tool Works Inc. (ITW), a Fortune 200 company. Backed by the financial strengths of ITW, we are a strong and dependable player that you can safely do business with.



Illinois Tool Works



ITW GSE – wholly owned division of ITW

**It's all about connections**

## WHAT DRIVES OUR BUSINESS?

### The ITW business model

As an ITW business we have significant flexibility within the framework of the ITW Business Model to customize our approach in order to best serve customers and maximize performance.

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

The 80/20 remains a key driver and competitive advantage now and in the future. It is about simplifying and focusing on the 20 percent of our products that generate 80 percent of our business. This means that we can streamline our production flow and deliver quality products with short lead time to our customers.

#### **Customer-back Innovation**

ITW businesses focus on developing insights around key customers needs and pain points. These 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.



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



# VALUE ADDED PRODUCTS

Through customer-back innovation

ITW GSE focuses on connections that are critical to aircraft. We focus on developing innovative value added products. We are the market leaders and specialists dedicated to what we do. We monitor market trends and provide world-class know-how. Being at the forefront of industry trends and drawing from our customer's insights, we are better able to identify and understand our customers' requirements. 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 with a converter and a cable handling system in one single cubicle.

## The ITW GSE Way of Thinking

The backbone of all ITW GSE design is our common design platform that offers significant advantages. All ITW GSE products are equipped with an ITW GSE icon-based user interface that is as easy and intuitive to use as the smart phone or tablet. Airport staff already familiar with one of the ITW GSE products can easily operate another since the display and icons are the same. Less human errors during operation, simple product training, reduced spare part requirements and quick service and repair are other advantages of the ITW GSE Way of Thinking.

The common design series currently offers 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 Engine Drive 400 Hz GPU and the 5400 Gasoline 400 Hz GPU sold under the brands of AXA Power, Hobart and Houchin.

Our portfolio also includes cables, plugs and PCA accessories under the J&B Aviation brand and purpose-built GPUs under the ITW GSE Military brand.



**EASY TO USE**  
COMMON DESIGN PLATFORM



**QUICK SWAP**  
OF COOLING MODULE



**115 ± 3 V**  
UNIQUE VOLTAGE QUALITY



**16,000**  
PATENTS  
PENDING



*"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 MORE THAN 100 COUNTRIES

February 2017



**ITW GSE Americas  
United States**

*Production Facility  
Sales Facility  
After Sales Service*

**ITW GSE Group UK  
United Kingdom**

*Sales Facility  
After Sales Service*

**ITW GSE ApS  
Denmark**

*Production Facility  
Sales Facility  
After Sales Service*

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

*Sales Facility  
After Sales Service*

**ITW GSE (Branch)  
Singapore**

*Sales Facility  
After Sales Service*

ITW GSE has delivered more than 80,000 pieces of equipment to customers world-wide. We focus on connections that are critical to aircraft and provide you with reliable GSE Equipment and accessories. Backed by the financial strengths of the ITW Inc., we are a strong and dependable player.

**It's all about connections**



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