**MARKETING PILLARS**
What sets us apart

**SUPPLY CHAIN INNOVATOR**
- Pioneered comprehensive end-to-end solutions for aviation aftermarket
- Anticipating the next market/customer need
- Leading digital aftermarket technology in web and mobile platforms

**SOLUTIONS INTEGRATOR**
- Offer bundled/customized services for value-added, tip-to-tail solutions
- Established single source/aggregator

**GLOBAL EXPERTISE, EMERGING MARKET REACH**
- Strategically located supply chain network & repair facilities for worldwide service
- Regional sales offices allow personal attention

**AFTERMARKET EXPERT**
- In aviation aftermarket for over 60 years
- Started in parts trading and built on that strength to create comprehensive solutions

**POWER OF FOCUS**
- Focused on core competencies to provide “best-in-class” solutions
- Leverage market opportunities for greater market share, operational efficiency and customer satisfaction

**INDEPENDENT**
- Not part of an airline or OEM
- Customer-focused sourcing decisions and customized solutions

**NIMBLE**
- Responsive without sacrificing quality or safety
- Can make quick decisions for greater speed to market

**TRUSTED PARTNER**
- Award-winning, independent and reliable partner since 1955
- Strong balance sheet allows investment on customers’ behalf