



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