

## NEWS RELEASE

### **Chuck Gougler Joins Arteche PQ, Inc as Vice President of Sales**

Oct. 12, 2010; Milwaukee, WI - Arteche PQ, Inc., a leading manufacturer of electrical Power Quality equipment, announces the hiring of Chuck Gougler as Vice President of Sales. Chuck has over 30 years experience in the field of electrical power quality and energy management. Chuck brings a wealth of knowledge and experience in reactive compensation, and is recognized as an industry expert. He has written technical articles, chaired the IEEE task force on active harmonic filters and was a member of various IEEE committees relating to capacitors, power factor and harmonics. Most recently, Chuck Gougler, served as Marketing and Business Development Manager for Staco Energy Products Company, and previously held positions at other electrical manufacturing firms as Business Development Director and Manager of the Power Quality Business Unit.

Gary Anderson, President and General Manager of Arteche PQ said, "We at Arteche are extremely pleased to have Chuck join our team. His valuable industry experience, market knowledge and technical expertise fit perfectly with our goals for continued customer satisfaction and market penetration. Chuck will continue in North America what Arteche has accomplished in other parts of the world by building upon our installed base of over 50,000 power factor and harmonic filter systems."

Gougler voiced his viewpoint as follows: "I appreciate the opportunity to become a member of the Arteche PQ team and look forward to providing direction and taking an active role in their continued growth. Arteche offers a wide range of electrical equipment and power quality solutions, along with a high skill set of engineering expertise and a well established installed user base. Our customers will continue to rely on us to meet their ever changing energy demands and Arteche PQ will be able to deliver throughout the diverse North American markets."





Arteche PQ, Inc. is a Wisconsin based subsidiary of ARTECHE GROUP, a privately held European Manufacturer headquartered in Spain, with eight manufacturing facilities throughout the world. With over 450 engineers and an emphasis on R&D, Arteche is an industry leader in the design and production of electrical measurement, control and power quality equipment for low voltage, medium voltage and high voltage electrical systems.

Arteche PQ, Inc. specializes in the design and manufacture of products that improve electrical efficiency and the quality of electrical power in a facility, on a transmission grid or on an electrical distribution network. They are a single source for virtually all harmonic filter technologies in use today including: low pass harmonic filters, 18-pulse converters, tuned filters, automatic harmonic filters, dynamic, soft switching filters and active filters. In terms of power factor correction (PFC) equipment, they offer all technologies including: fixed, automatic, dynamic, transient free switching capacitor banks for individual motors or for complete facilities. All of their PFC solutions are available with optional controllers, detuning reactors, inrush current reactors and other beneficial features.

For more information, contact:     Arteche PQ, Inc.  
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**Chuck Gougler**

*Vice President Sales, Arteche PQ, Inc.*

