



September 2018

Dear Valued Customer,

You may have heard that GAL Manufacturing, Hollister-Whitney, GAL Canada, Courion, Freight Tech, Bore-Max and Elevator Controls are uniting under a new brand, Vantage.

Together we have an unrivaled heritage which includes combined experience and elevator industry leadership of more than 400 years. We believe each Vantage company, its products and people, are the best at what they do. Coming together allows us to leverage our collective expertise and experience to better serve you and your customers.

Vantage will offer the same quality products and people on which you've come to rely, but from a single source designed to make your life easier. We will create a strong, centralized partner that can provide elevator professionals with easy access to an unprecedented range of resources. Vantage is more than a new name, it's a new philosophy and renewed energy toward customer care.

You're going to hear a lot about ***The Power To Move***. It's not only our motto, it is the very essence of the Vantage brand. We want to move our customers to new levels of success. As a customer, we can assure you that we will be aligning our teams so that you are at the core and the experience you receive is best-in-class.

You have trusted our individual companies to deliver the non-proprietary elevator products and know-how you need to do the job right, and we will build Vantage from that promise. For now, I can assure you that we will keep the integrity of all our great brands intact, and that our teams are standing by to provide answers should you have questions about the transition.

As a valued customer of ours we hope to have the opportunity to celebrate the Vantage launch with you at NAEC, or in the very near future.

Best Regards,

Mark Boelhouwer

President & CEO, Vantage