



## DPS and Geist Forge New Partnership

**Taunton, UK – Thursday, July 22, 2010** – Data and Power Solutions, a leading manufacturer of power distribution and environmental monitoring solutions, has announced a new partnership with US firm Geist Manufacturing.

The Nebraska-based enterprise has purchased 50% per cent ownership in Data and Power Solutions, as part of their commitment to support global customers with local vertically integrated supply. Data and Power Solutions MD Theo Spittel, who will be responsible for the day-to-day control of the partnership, said: “This is an ideal alliance. Both companies have a reputation for providing reliable custom-built power and monitoring solutions, fast turnaround production and personalised customer service.

“By partnering two vertically integrated businesses operating in the same industry, but in different markets we can share R & D, production methods and sales channels to provide a highly competitive, quality-supported service to all our customers.”

Gordon Hutchison, International Business Development Director at Geist Manufacturing said of the new DPS partnership: “We wanted to become part of an established enterprise that would allow us to operate as seamlessly in Europe as we do now in the USA and the Pacific Rim. We believe we’ve found the perfect opportunity at Data and Power Solutions and are delighted to become their partner.”

-ENDS-

### Notes to editors:

1. Data and Power Solutions Limited (DPS) starting manufacturing 19” rack power components and accessories in 1989. The company now employs 33 workers at their manufacturing plant in Taunton, Somerset, England.
2. Geist Manufacturing, originally established in 1948, is part of the PCE group of companies founded in 1993, which also includes Apex Plastics, HTI Plastics, ITWatchdogs, Geist Technology and Geist Intelligent Facilities. PCE’s headquarters is in Lincoln, Nebraska, USA and the company employs 290 throughout the USA and China.
3. Geist Manufacturing has a complete in-house electronics and firmware design group, as well as a team dedicated to developing Environet – specialist facilities management and monitoring software.
4. Further information about DPS can be found at [www.dataandpower.com](http://www.dataandpower.com) and further information about Geist can be found at [www.geistmfg.com](http://www.geistmfg.com).

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