

# REBRAND ANNOUNCEMENT

APRIL 8, 2021

PLITRON MANUFACTURING INC.  
IS NOW NORATEL CANADA INC.

STRIVING TODAY FOR A BETTER TOMORROW



# plitron

TOROIDAL POWER PRODUCTS  
engineered to perform like no others

**NORATEL CANADA INC.**  
601 MAGNETIC DRIVE, UNIT 8,  
TORONTO, ON M3J 3J2  
CANADA

**PHONE:** +1 416 667 9914  
**E-MAIL:** SALES.CA@NORATEL.COM  
**WEBSITE:** WWW.NORATEL.COM



## NORATEL ANNOUNCES REBRAND OF PLITRON MANUFACTURING INC.

A united brand strategy using one brand name is the best way to communicate that Noratel is a global and seamless organization with unmatched engineering, manufacturing, and geographic reach within the power magnetics industry.

Noratel, a leading manufacturer of low- and medium voltage transformers, reactors and wound components, announced today that it has completed a major rebranding. By developing a united brand strategy to create added value for its North American customers, Plitron Manufacturing Inc. will be rebranded to Noratel Canada Inc. from April 8, 2021.

Plitron, a Toronto based ISO 9001:2015 certified manufacturer, was established in 1983. Plitron specializes in research, design, development and manufacturing of toroidal transformers, and toroidal based solutions. This rebrand to Noratel Canada Inc. will be reflected in all aspects of the company's communication and marketing, from the new Noratel logo to the company website([www.noratel.com](http://www.noratel.com)).

“Noratel Canada will continue to elevate its performance and position in the marketplace, continuing to build on the legacy created by Plitron Manufacturing Inc. during the last four decades”.  
Steve Nolan – Managing Director, Noratel Canada Inc.

“Plitron Manufacturing Inc. brings with it a rich heritage of engineering leadership, and customer excellence. Noratel Canada will continue to elevate its high performance, continuing to develop and manufacture efficient toroidal power products. As we unite group companies in North America under the global Noratel brand umbrella, we will enhance our output, and continue to add value to our customers.” Gregory Malherbe – CEO, Noratel Group

Explore [www.noratel.com](http://www.noratel.com), learn more about the Noratel brand, and how Noratel Canada can add value to customers across North America.

Please also follow us on LinkedIn!



## NORATEL GROUP

Noratel is leading global manufacturer of high-quality standard, and customised transformers, reactors, and wound components. Driven by sustainable markets, more than 2000 employees serve customers through operations and manufacturing plants strategically located in 13 countries across North America, Asia, and Europe. Noratel is known for its high quality, and our products can be found in many applications globally: From wind turbines and solar panels to cranes, lifts, escalators, medical devices, etc. Noratel acts as a strategic partner for leading OEMs.

## NORATEL CANADA INC.

Noratel Canada Inc., formerly known as Plitron Manufacturing Inc., was established in 1983 and specializes in the design, development and manufacturing of toroidal transformers. Noratel Canada toroidal transformers are widely specified and preferred for demanding applications in audio, medical, broadcast, telecommunications, computer, power conditioning, and other industrial sectors. With thousands of designs, Noratel Canada has an organized and ongoing Research and Development program, to constantly evolve the state of the art of toroidal transformer technology. The major part of Noratel Canada's production is dedicated to custom design and manufacturing to meet the requirements of OEM users.