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Power Climber Launches New Organizational Structure & Improved Product

SEATTLE – Power Climber, a division of SafeWorks, LLC, announces a new organizational structure and improved product, designed to revitalize the brand and promote future growth.

Power Climber is supporting the best dealer network in the powered access industry by restructuring its management team. In conjunction with today's announcement, three senior leaders have been appointed to key positions:

- Mike Russell, eight year Power Climber veteran and President-elect of the Scaffold & Access Industry Association (SAIA), now oversees the sales and business management functions responsible for increasing sales coverage and driving operational excellence throughout the U.S.
- Colby Hubler, Key Account Manager, brings over ten years of scaffold and access industry experience, taking on the dealership relationships.
- Teresa Kinney, Regional Sales Manager, puts over eight successful years of experience to use sharing sales responsibility for the dealership network.

In addition to the management restructure, Power Climber is investing in the refreshment of several of its key products. First and foremost is the revitalization of its signature PC1 traction hoist. The new and improved model marries the trusted PC1's breech reeving capability with the proven low voltage performance of the newest models. With the deepest voltage operating range on the market and the easy-to-replace motherboard, the new PC1 manages poor power better than the competition. For more details, check out the brochure at

http://www.powerclimber.com/pdfs/PC1_Oct_2012_Final_Web.pdf.

“The new organization will enable us to aggressively drive operational excellence and improve our customer focus,” commented Scott Farrell, CEO of SafeWorks, the parent company of Power Climber. “With successful and experienced leaders in position, the most trusted and reliable products on the market – updated to meet customer needs - and the support of our top-rated customer service team, Power Climber is positioned for substantial growth in the months ahead.”

Liz Callahan has been a recognized leader within the suspended scaffolding industry and a great contributor to SafeWorks and to the industry as a whole through participation for a number of years. She has recently decided to leave the company in pursuit of other opportunities.

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About Power Climber:

Power Climber is the innovative technology leading manufacturer of suspended access hoisting, platform and safety solutions for use in all work at elevation. Founded in 1972 Power Climber has locations in Brussels, Barcelona, Dubai, Mumbai, Melbourne, Hong Kong and Seattle to support customers globally. Focused on customer-inspired innovation, Power Climber has earned the right to partner with world-class facility owners, OEMs and the best-managed equipment hire companies worldwide. Power Climber is a division of SafeWorks which was formed in 1997 to bring together the most trusted and experienced brands in the industry - Spider, Power Climber and Power Climber Wind - to make work at height a safe, reliable, productive experience. For further information, visit www.powerclimber.com or contact 1-800-560-2546.

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