

PurePower Technologies Signs Joint Distribution Agreement With Alliant Power



[PurePower Technologies Inc.](#) and [Alliant Power](#), a division of Diesel Forward Inc., have entered into a joint distribution agreement in which Alliant Power will distribute PurePower's new and remanufactured diesel fuel injectors.

In an exclusive arrangement to service the Association of Diesel Specialists (ADS) market, PurePower will supply its full line of high-precision diesel fuel injectors to Alliant Power for distribution throughout its network of authorized independent aftermarket customers. It is fully expected that PurePower will expand this agreement with Alliant Power to also supply its entire portfolio of precision turbos, air management and exhaust gas aftertreatment systems in the future.

"This distribution agreement with Alliant Power, the leading supplier of replacement engine components for diesel-powered vehicles and equipment, really opens up another new distribution channel for us," said Jerry Sweetland, president and CEO, PurePower Technologies. "This is a vital step in our strategic plan to continue our aggressive growth and expansion into new markets throughout the country."

Operating as an independent company since January 2016, PurePower produces new and remanufactured diesel fuel injectors, turbos and air management systems, each being 100 percent end-of-line tested on high-precision equipment. Alliant Power customers will benefit from receiving only the highest-quality PurePower fuel and air management components remanufactured to micron-level tolerances.

"We are excited to enter into an agreement which allows both PurePower and Alliant Power to leverage each other's strengths in an effort to provide the highest-quality products to our customers. With our extensive distribution network and capabilities, combined with the opportunity to capitalize on PurePower's current portfolio of products, we will create a strong market position that drives value not only to PurePower and Alliant Power but most importantly to our customers," said Bob Breunig, president of Diesel Forward Inc.



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