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Cheltenham Induction Heating becomes Ambrell Ltd

New name unifies United Kingdom division with parent brand; office location and operations are unchanged

Almelo, NL — Ambrell, a leading manufacturer of induction heating systems, is pleased to announce its changing the name of its United Kingdom operation from Cheltenham Induction Heating to Ambrell Ltd.

Ambrell acquired Cheltenham Induction Heating in 2005. The acquisition resulted in an integrated organization that has benefitted from the synergies that each operation offered. Ambrell's European operations have expanded considerably since the 2005 acquisition, as has its brand recognition, so it was decided to bring its United Kingdom operation under the parent brand to better demonstrate Ambrell's strong, unified worldwide presence.

The name change does not impact day-to-day operations at its United Kingdom location. All contracts remain valid, the operations in Cheltenham are unchanged, and Cheltenham Induction Heating's customers will continue to receive the same high level of service they've come to expect. Ambrell continues to be fully committed to the United Kingdom market, and looks forward to even further growth.

"Given the continued growth we're enjoying across Europe and the world, it made sense to bring Cheltenham Induction Heating under the Ambrell brand," says Ambrell Vice President of Business Development Bruce N. Stewart. "We exhibit at a wide range of tradeshow and events, have customers with locations in multiple countries, and by changing the Cheltenham Induction Heating brand to Ambrell Ltd, it'll minimize confusion across the continent and maximize our marketing investments."

For additional details about Ambrell Ltd, call +44 (0) 1242 514042 or visit www.ambrell.com.

About Ambrell

Since 1986, Ambrell has been a leading manufacturer of induction heating systems. Products are CE certified and manufactured in an ISO9001:2008 certified facility to ensure the highest quality equipment. With a focus on superior heating solutions and service with a prompt response, prospective customers can leverage its Applications Lab to ensure systems are built to their heating requirements, and then rely on superior support throughout their relationship with Ambrell. Ambrell has installed over 10,000 systems in more than 50 countries.

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