

## Wilson Transformer Company launches new website and corporate identity

**Melbourne, Australia – 11 August, 2015.** Wilson Transformer Company is delighted to announce the launch of our new website and corporate identity. These changes are closely aligned with our Company's strategic goal for growth both in Australia and internationally.

Our new fully-featured website [www.wtc.com.au](http://www.wtc.com.au) is designed to present our Company as we are today, reflecting our world class capabilities with specialist knowledge in transformer solutions. We have recognised for some time our online presence was dated. We have a proud history, build great products and provide innovative solutions for our customers. We wanted to capture our capability and convey this message in a modern and dynamic way.

At Wilson Transformer Company, we are proud of our team. Our people continue to be a key part of the Company's success. With excellent staff retention and a culture of personal responsibility, genuine innovation and expertise are distinctive attributes of the Company. Our customers can access expertise and leadership in various levels of our business. We are committed to personal interactions with our customers, and that's why we have chosen to promote ourselves as **'The Transformer People'**.

Our products are designed and manufactured to meet our customers' needs with superior quality and performance in the field. As a result, our products are renowned for reliability and longevity. Coupled with our manufacturing techniques and site installation processes, our transformer solutions are built considering whole of life value. We believe that our new value proposition **'Built Smart for Life'** represents superior value, and this is our promise to our customers.

**'Built Smart for Life'** reflects not only the lifelong value but the way in which we design, manufacture, test and support our products, the way we have built the business over the last 80 years.

Now we are looking to the future and we expect our new modern online presence and corporate identity will assist our customers and new prospects in understanding who we are and what we do.

Enjoy browsing our new website [www.wtc.com.au](http://www.wtc.com.au) and please contact one of **'The Transformer People'** if you have any questions.

Ed Wilson  
Managing Director