

Press Release



NovaTorque and EMR Partner to Expand Distribution of Innovative, Higher-Efficiency Permanent Magnet AC Motors

Fremont, CA — (July 7, 2015) — NovaTorque™, Inc. (www.novatorque.com) is pleased to announce a new partnership with the [Electric Motor Repair Company](#) (EMR). As an authorized NovaTorque Technology Center (NTC), Baltimore-based EMR will distribute the company's high-efficiency permanent magnet motors to contractors, OEMs and end users in the Mid-Atlantic region. EMR will focus on retrofit applications, working closely with utilities and other customers to bring systems up to date and increase energy efficiency.

"EMR has a long history of serving the industrial market with quality, energy-efficient products," said Scott Johnson, VP Sales, NovaTorque. "We look forward to great results with a partner who understands the customer, the market and the unique benefit our permanent magnet motors deliver."

"Permanent magnet AC motors are a major advancement in the expanding efforts to reduce energy consumption," said Joe Fernkas, EMR Sales & Business Development. "And NovaTorque's unique design offers higher efficiency at a lower cost than those by other manufacturers. Our partnership allows us to offer our customers high-performance NovaTorque permanent magnet motors for pump and fan retro-fit applications with shorter payback periods... a win-win for everyone and the environment."

MEDIA CONTACTS

Agency Contact: [Julie Eleftheriou](#) – 952.913.3065

NovaTorque Contact: [Jaffer Hussain](#) – 510-933-2700

Please quote the following contact information when publishing:

Tel.: 510.933.2700, Fax: 510-933-2763, www.novatorque.com, info@novatorque.com

ABOUT NOVATORQUE, INC.

Based in Fremont, CA, NovaTorque is a producer of electronically commutated permanent magnet electric motors. The Company is dedicated to delivering the superior energy efficiency of permanent magnet motors at price points more comparable to the common AC induction motor. NovaTorque accomplishes this through an innovative, flux-focusing, design that allows for the use of ferrite rather than rare-earth magnets. The Company is an active member of the Air Movement and Control Association (AMCA) and National Electrical Manufacturers Association (NEMA).

For more information, visit www.novatorque.com, call 510-933-2700, or email info@novatorque.com.

ABOUT EMR

EMR is a unique service company focused on electric motors and has been in business for over 85 years. They currently operate with two divisions that serve the Mid-Atlantic region. The Industrial division provides products and services to the Industrial, Printing, Elevator, and Processing industries. The Commercial Cooking and Refrigeration division provides parts, service, and products for commercial kitchens in every venue.

For more information, visit www.emrco.com, call 888.894.4810, or email emr@emrco.com.