

Dual Milestones

After 15 Years in Print and 25 Years Online, the Power Transmission Engineering Brand is Stronger than Ever

This issue marks the 15th anniversary of the launching of *Power Transmission Engineering* as a print magazine. Happy birthday, us! We created this magazine to provide a technical and informational resource on gearboxes, bearings, couplings and other mechanical power transmission components.

We modeled *PTE* after our longstanding flagship publication, *Gear Technology*, with a strong focus on technical content—and this model has served us well over the years. But even more so, we wanted *PTE* to be the resource for the users and buyers of power transmission components, spanning a diverse readership including design engineers as well as plant engineers and MRO professionals.

Our goal has always been to provide you with information on the latest technologies related to mechanical components, and we strive to bring you articles that teach you how things work—both from a cutting-edge, research-oriented perspective as well as a hands-on, how-to approach.

But our journey in this industry didn't begin with the print magazine. In fact, we got our start when we launched *powertransmission.com* 25 years ago, in 1997. Back then, we called it "The Power Transmission Home Page." It was a place for product and industry news, feature articles and, perhaps most importantly, our online Buyer's Guide, which remains a central part of our online presence even today.

Speaking of which, I'm pleased to announce the launching of the completely revamped *powertransmission.com*. We've got a sleek new design and some major upgrades in terms of how we handle video and other new media.

The online Buyer's Guide, which was already the most comprehensive directory of suppliers of mechanical power transmission components, now has a number of major new upgrades. For example, videos, news items and articles about companies are automatically attached to their Buyer's Guide



listings, so you have access to even more relevant information about which suppliers might be the best links in your supply chain.

In addition, we've increased our focus on video, so you can watch and learn about the latest technologies in gears, bearings, motors, gear drives and more.

Of course, no celebration of milestones would be complete without acknowledging those who helped us get where we are. We definitely couldn't have gotten this far without the support and enthusiasm of our advertisers. As I looked back over the past issues of the magazine, I'm proud to say that many of the same companies who took a chance on us 15 or 25 years ago have become the "regulars" who are still advertising with us today. Thanks to all of our advertisers for recognizing the value in what we do and helping support our ability to continue doing it.

And let's not forget the importance of you, the reader. Without you, there'd be no point in any of this. So thank you for giving us purpose, direction, feedback and criticism. Please consider renewing your FREE subscription by visiting powertransmission.com/subscriptions.

We look forward to spending another 15 or 25 years with you. As always, thanks for reading.

Randy Stott

