



## News Release

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For Immediate Release:

### **The Will-Burt Company acquires Metham Aviation Design (MAD) Ltd**

*The acquisition adds a full range of rugged pan and tilt positioners and PTZ cameras to Will-Burt's mobile elevation product portfolio*

**Orrville, Ohio USA and Alton Hampshire UK, August 31, 2016**

The Will-Burt Company, a world leader in the design, manufacture and sale of mobile telescoping mast, tower and elevation solutions, announces the acquisition of Metham Aviation Design (MAD) Ltd in the UK. MAD is known as a premier producer of environmentally sealed pan & tilt positioners (including continuous rotation models), integrated camera domes, environmental housings and accessories.



“The addition of a full range of pan and tilt positioners along with video technology marks another significant milestone in the growth of The Will-Burt Company. MAD’s products further enhance the full-line elevation offerings of Will-Burt along with its subsidiary companies GEROH of Germany and Integrated Tower Systems (ITS) of Tulsa, Oklahoma,” stated Richard Lewin, Sr. Vice President of The Will-Burt Company.

MAD, with its own production facility located in Hampshire, England, is unique in the ancillary CCTV equipment industry with design, assembly and manufacturing under one roof. MAD has the flexibility to produce large quantities of standard product or niche design a solution for a specific customer application. MAD has deployed thousands of positioners and cameras in highway systems, prisons and harbors since being established in 1999. MAD’s quality is assured through its adherence to ISO 9001 standards.



Will-Burt and MAD forged a partnership in 2015 co-developing the PositionIt® pan and tilt positioner. MAD quickly established themselves as a highly capable engineering and manufacturing firm of precision products. PositionIt has proven extremely dependable in the harsh mobile broadcast market and has allowed Will-Burt to gain share in this important segment.



“MAD’s capabilities and culture align seamlessly with Will-Burt’s principles of innovative engineering and quality manufacturing backed by an ISO 9001:2008 quality management system,” said Richard Lewin. “This acquisition affords us an even greater opportunity to provide our customers with the best fully integrated elevation solution.”

#### About The Will-Burt Company:

*The Will-Burt Company ([www.willburt.com](http://www.willburt.com)), located in Orrville, Ohio, USA, is the world's premier manufacturer of mobile telescoping mast and tower solutions. We offer virtually every payload elevation and integration solution from the three top brands; Will-Burt, GEROH and Integrated Tower Solutions (ITS) – for military, fire, cellular, broadcast, entertainment and other applications. Will-Burt also designs and manufactures military and other shelters made of all-composite materials that deliver higher performance at lower life cycle cost than metal or partial composite shelters. Will-Burt’s LINX security solutions provide integrated access control and intrusion detection certified to protect critical assets. Will-Burt offers a variety of metal fabrication and manufacturing services backed by an ISO 9001:2008 certified quality system and ISO 14001:2004 Environmental Management System. Incorporated in 1918, Will-Burt is 100% employee-owned and is classified as a small business.*

