Pure Power Technologies Expansion

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When it came time for a high tech Bowling Green company to expand, it needed to look no further than it’s current surroundings at WKU’s Center for Research and Development.

In this week’s View from the Hill, Amy Bingham shows us how Pure Power Technologies’ expansion has put the business on full display.

Emission regulations are ever-changing, which means demand is growing for emission control devices designed right here in Bowling Green.

For Pure Power Technologies, expanding within WKU’s hub of applied research made perfect sense.

“We did look at other locations in Bowling Green and Warren County but again with having the center here and the lab here it just really benefitted the product and technology.”

Pure Power Technologies now takes up a much larger portion of the Center for Research and Development.

And the company takes full advantage of having thermal imaging, the NOVA Center and combustion research labs at its disposal.

“If we have a problem and they have equipment, we just walk over there and get it done.”

This 13-thousand square foot facility is where emissions control devices, valves and actuators are designed and developed.

The company’s first product started at Holley performance.

“It’s such a small group that came out of Holly, twelve to 15 core people that have been able to design and develop a product that’s as functional as what it is.”

Purchased by Navistar in 2010, the company continues developing products for new customers globally.

“We’ve got customers in Europe, developing product for South America, a number of diesel customers in China that we’ve got product on test for.”

Now Pure Power is perfectly positioned for meeting objectives that will benefit us all over the next few years.

“This product is the product used to redesign those emissions to better fuel economy and to provide better efficiency in engine.”

The company plans to employ as many as 27 people by the end of this year.

A ribbon cutting ceremony at Pure Power Technologies is scheduled tomorrow afternoon at one, followed by tours of the facility between 2:30 and 4:30.

With this week’s View from the Hill, I’m Amy Bingham.

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