



## **LE and Atlas Magnetism Group Form Key Partnership**

Light Engineering and European Global Magnetic Solutions Corporation Join Forces

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Light Engineering (LE), the worldwide leader in amorphous iron electric motors and generators for permanent magnet rotating machine applications, and Atlas Magnetism Group (AMG), a world leader in magnetic solutions, have announced an alliance through which LE and AMG will partner in the European motors and generators marketplace. The combination of LE's next-generation amorphous iron technology and AMG's European sales, engineering, and marketing leadership will arm the alliance with the tools to provide industry-leading energy efficient motors and generators to Europe's top OEMs.

The two companies have signed a letter of intent whereby AMG will be the exclusive sales agent for LE in all European sales initiatives. This will allow LE the opportunity to fully penetrate the lucrative European green technology sector. LE's entire product line will be included in this agreement. Since AMG is intimately familiar with the advanced materials that compose LE technology, they have the knowledge to correctly represent LE to potential clients.

"Since its inception, the Atlas Magnetism Group (AMG) has been a leader in permanent magnet technology. Our sales and R&D departments work closely with our customers' counterparts to achieve ever more efficient products in all kinds of different fields," remarked Henry Stienen, CEO of Atlas Magnetism Group. He went on to say, "Clearly the innovative technology developed and patented by LE is a perfect fit for us and our customers. We are therefore very excited to be LE's technical marketing and sales arm in Europe. This partnership is obviously a triple win for LE, AMG, and our customers, as all three beautifully combine each company's individual strengths."

#### About Light Engineering (LE)

Light Engineering has developed and markets the world's leading rotating electrical machine technology for permanent magnet motor and generator applications. LE technology empowers its customers with the highest efficiency motors and generators across all speed ranges, along with greatly reduced machine sizes and active material contents. LE is the new standard in permanent magnet applications. LE is headquartered in Indianapolis, Indiana, and has manufacturing operations in the Guangdong Province of China.

**Please visit [www.lt-eng.com](http://www.lt-eng.com) for more information, or contact:**

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#### About Atlas Magnetism Group (AMG)

Atlas Magnetism Group is part of a global conglomerate that provides complete magnetic solutions for its customers. This includes everything from specialized magnetic materials to high-tech engineering and critical magnetic systems. AMG also offers complete services in the field of prototyping, including engineering and production facilities. There are four main product lines that AMG represents; Magnetic materials for technical applications, Magnetic (sub) assemblies, Flexible magnet sheets and Anodized Aluminum Coils (ANO-FOL). The corporate headquarters of AMG are located in Schijndel, The Netherlands.

**Please visit [www.a-m-g.com](http://www.a-m-g.com) for more information, or contact:**

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