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## Bosch Rexroth Canada Celebrates 50 Years



Welland, Ontario – June 2011 marks the 50th anniversary of Bosch Rexroth Canada Corporation. Originally founded in the Welland area in June 1961 as Basic Structure Steel Fabricators LTD., Bosch Rexroth Canada has since grown to employ more than 300 associates in 9 locations across Canada. Company president Thomas Light says, “The key to our success over the years has always been the creativity of our people in solving our customers’ problems using innovative technologies. It’s both personally and professionally rewarding to be part of this outstanding tradition.”

The company got its start in hydraulics technologies in the mid 1960’s through the development of the “UpPUP” telescopic work platform. The company’s name changed to Basic Hydraulics and Industrial Equipment Ltd. around this time. One of Basic’s staff engineers recommended hydraulic components from the German hydraulics company, G.L. Rexroth GmbH and in 1968 Basic became Rexroth’s sole authorized Canadian distributor .

As Rexroth added new “Drive and Control” technologies to its portfolio, Basic adapted also, changing its name to Basic Technologies Corp. to reflect the more comprehensive product portfolio. Rexroth acquired a significant equity stake in the company in 1996, and followed that by acquiring a majority stake in 2001. Following the Rexroth acquisition by Robert Bosch GmbH, the company was renamed Bosch Rexroth Canada Corporation. Today the company continues its mission of supplying Drive and Control technologies and system solutions throughout Canada. Customers include steel mills, automotive companies, forest product companies, agricultural and forestry machinery, press and moulding manufacturers, wood processing and more. Rexroth Canada’s Compu-Spread product line has made it the Centre of Competency for snow and ice control systems within Rexroth.

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*Bosch Rexroth Canada is the Canadian subsidiary of Bosch Rexroth AG, one of the world's leading specialists in the field of drive and control technologies. Under the Rexroth brand name, the company supplies more than 500,000 customers with tailored solutions for driving, controlling, and moving. Bosch Rexroth is a partner for Mobile Applications, Machinery Applications and Engineering, Factory Automation and Renewable Energies. The company provides customized solutions tailored to the needs and specifications of each individual market. As The Drive & Control Company, Bosch Rexroth develops, produces, and sells components and systems in over 80 countries. As part of the Bosch Group, Bosch Rexroth and its 34,900 associates generated approximately 5.1 billion euros in revenue in 2010.*

*To learn more, please visit [www.boschrexroth.ca](http://www.boschrexroth.ca)*

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*Additional information can be accessed at [www.bosch.com](http://www.bosch.com), [www.bosch-press.com](http://www.bosch-press.com)*