



One Tough PUPU™

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PUPU® Celebrates 25 Years of Business

GEOTEK is proud to announce that the company and the PUPU® brand are celebrating 25 years of service to the electric utility industry. PUPU® fiberglass crossarms are engineered for superior load capacity, stiffness and resistance to ultraviolet radiation and weathering. They are used by leading utilities to support power lines with reliability and long-term return on investment.

GEOTEK was founded in 1990 to manufacture and market pultruded fiberglass fencing products, but soon expanded into a variety of additional pultruded products. These products included tension bars for chain link fences, retaining wall pins and nursery stakes.

The PUPU® brand of fiberglass crossarms was introduced the same year, although at that time it was owned by Pultruded Utility Products Incorporated. PUPU® fiberglass crossarms were developed to address the damage caused to wood crossarms by environmental degradation, woodpeckers and insects. The first order of 900 PUPU® crossarms was placed by Pennsylvania Power & Light.

In 1994, GEOTEK began manufacturing PUPU® fiberglass crossarms and purchased Pultruded Utility Products Incorporated in 2000. PUPU® products have continued to be refined with the latest innovations in composite technology resulting in improved strength, stiffness, and resistance to ultraviolet radiation and weathering. Today's PUPU® product designs are the result of extensive testing with state-of-the-art equipment and processes.

For 25 years, PUPU® has been the leading brand of fiberglass crossarms in North America and, more recently, a significant international supplier. The PUPU brand stands for durability, longevity and customer service – which are qualities valued by hundreds of electric utilities around the world.

GEOTEK is owned by Granite Equity Partners, a Minnesota-based private equity firm committed to providing the resources to continue PUPU's leadership and growth.

For additional information, contact dcasad@geotekinc.com or visit www.pupicrossarms.com.



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