

The Things that *Move* Us

You may have noticed that the magazine looks *different* this issue. The new look is part of an overall effort to refine our focus. We wanted to make clear to potential subscribers and advertisers how this magazine is different, why its content is important and where it fits in the marketplace.

We looked long and hard in the mirror. We reexamined our editorial mission. And then we sought the advice of our readers and advertisers to learn how we can best serve the industry.

The issue you're reading is the result.

Although many of the changes you'll notice right away are cosmetic changes—designed to make it easier to navigate, read and understand—the most significant is the change to our logo. The logo represents our brand: who we are and what you can expect to find in our magazine. The old logo emphasized our initials. The new one emphasizes each word: *Power. Transmission. Engineering.*

The phrase “Power Transmission” is important because it sets us apart from all other magazines. Most of you are inundated with mail. The magazines pile up and get thrown away before you ever have a chance to read them. But we want to be the magazine that escapes the pile, the one that's set aside because it's important to you. Admittedly, many of those other magazines cover topics similar to our own. Most talk about design engineering, plant operations or manufacturing in a general way. But none of them have the same unwavering focus that we have. Whereas many of these other magazines tend to ignore or gloss over power transmission components and their applications, we embrace them. *Power Transmission Engineering* is the magazine about the technical aspects of mechanical components, and our redesign reflects that focus—starting with the new logo.

The “Engineering” part of our name is also an important part of who we are. We run technical articles. We explain the fundamentals, because you can't design, specify or buy power transmission components without understanding how they work.



So if you're a design engineer involved with specifying gears, bearings or motors, this magazine is for you. If you're an end user whose machinery requires you to understand gearboxes, clutches and couplings, this magazine is you. If you are a manufacturer whose products include mechanical power transmission components, this magazine is for you.

We're committed to providing the information you need to make smart decisions when it comes to specifying or buying these components, whether you're building a brand new machine or upgrading existing equipment.

Mechanical power transmission components are what we know. As many of you are probably aware, we've published *Gear Technology* since 1984. So gears have always been a part of who we are. In 1997 we introduced *powertransmission.com* as a comprehensive online buyers guide for mechanical components. (We're in the process of fine-tuning *powertransmission.com* with the same rigor we've applied to the magazine, so stay tuned for updates over the coming months.)

Gears, bearings, motors, couplings, clutches. These are the things that move the world. But they're also the things that move *us*. We hope they move you, too, and that you'll continue to support us by reading the magazine. **PTE**

Randy Stott, Managing Editor

P.S. If you have any specific suggestions or comments regarding our change of look, our refocused editorial mission or things you'd like to see in the future, we welcome your feedback. Send e-mail to wrs@powertransmission.com.