



## **PRESS RELEASE**

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# **Ambitious entrepreneur moves power products company to Post Falls**

*Critical Power Products & Services attracted  
by incentives, business-friendly environment*

POST FALLS, IDAHO – After a decade in the critical infrastructure industry, Will Alt envisioned having company of his own. In 2017, the young entrepreneur made a successful bid to purchase the assets of the Washington-based company he worked for and started construction on a new facility across the state line.

This spring, Critical Power Products & Services moved into a new 18,000-square-foot building off Pleasant View Road in Post Falls. The new facility houses Critical Power's 24 employees, a warehouse, maintenance shop and extensive outdoor yard for storage of the company's growing inventory of new, used and refurbished power generation and backup infrastructure equipment.

The company recently unveiled a Fallen Soldiers Memorial in front of the building that carries special significance for 35-year-old CEO Will Alt. The memorial includes a statue of a kneeling soldier, rock formation, water feature and American flag.

"Our company is proudly veteran owned and operated, with several employees who selflessly served this country," Alt said. "We carry those instilled values into our day-to-day business and I couldn't be more proud of the team we have assembled to embark on this new adventure with."

Alt's patriotism and USA strong philosophy is also represented in company's marketing materials and employee hats and uniforms, which all include a patch of the reverse flag. In the reverse flag image — as worn on Army uniforms — the star field is on the right, symbolizing an unrelenting forward advancement. An Army veteran, Alt served his country for 5 years, including extensive overseas tours attached to a multi-national explosive ordinance training team.

Critical Power Products & Services provides a single point of contact for clients wanting to dispose of and/or acquire reliable data center environmental and power equipment. In addition to

providing data center services, Critical Power specializes in new, used and refurbished generators, air-handling equipment, uninterrupted power supply units, power distribution units, chillers, cooling towers and raised-access flooring for industrial applications.

Critical Power Products & Services' clients encompass a wide range, from smaller regional firms to international Fortune 500 companies. The company serves all sectors from financial enterprises to telecom and manufacturing, to collocation and property management firms across the country.

A Hauser Lake resident, Alt was lured to relocate the business in Post Falls by generous tax incentives and a business-friendly atmosphere. Sen. Bob Nonini and affiliates have toured the facility and helped welcome the new company to North Idaho.

“It was a relatively easy decision to move the business across state lines when looking into a new home for our organization,” Alt said. “The State of Idaho and many of its representatives stepped up in a multitude of ways to welcome us to the area, offering great tax incentives and the support needed for a seamless transition into the state.”

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## **ABOUT CRITICAL POWER PRODUCTS & SERVICES**

*Critical Power Products & Services (CPP&S) specializes in data center services including turnkey buildouts, decommissioning and relocation. CPP&S also provides new, used and refurbished equipment to include standby backup Diesel/natural gas generators, air-handling equipment, uninterrupted power supply units, power distribution units, chillers, cooling towers and raised access flooring for industrial applications.*

*Critical Power Products & Services has proven itself to be a trusted resource for thousands of companies for the disposal and re-use of this highly specialized backup power and environmental equipment, specifically within the data center industry.*