



**FOR IMMEDIATE RELEASE**

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## **Fluid Power SME Announces Company Launch**

Houston, TX - Fluid Power SME, LLC a new and unique Hydraulic and Pneumatic design and consulting company is pleased to announce their company launch. With a sharp emphasis on technical competency and exceeding client expectations, Fluid Power SME offers access to highly experienced, certified experts for objective, third party design services and consultation, empowering their clients to be more flexible and self-sufficient in their decision making.

*“It is not always practical or cost effective to build up a design team to include every discipline for every project” says Rance Herren, Director – Technical Services and founder. “We do not sell components or systems - rather, Fluid Power SME concentrates on becoming an extension of our clients’ team, providing all the expertise and resources needed to launch the hydraulic and pneumatic design phase of a project.”*

### **Areas of Expertise:**

- Hydraulic and Pneumatic System Design and Component Specification
- Software Driven Circuit Simulation and Analysis
- Documentation and Technical Writing
- Component Sourcing Services
- Hydraulic and Pneumatic Technical Training as well as IFPS Certification Preparation and Testing
- Failure Analysis and Subject Matter Expert Witness
- General Fluid Power Technical Consultation

*“Access to qualified fluid power expertise remains a challenge in every industry, and with the ever-increasing skilled trades gap, it will continue to be so for the foreseeable future. Collaborating with Fluid Power SME means our clients won’t have to become an expert themselves, freeing them to focus on other critical tasks. We strongly believe our model will become increasingly prevalent in industry” says Herren.*

**About:** Fluid Power SME is a network of specialized experts with decades of hydraulic and pneumatic application experience. With significant backgrounds in design, fabrication, installation, commissioning, testing, troubleshooting, project management and training, they are uniquely and deeply qualified to bring a wealth of expertise from a wide variety of industries and applications.

**About Rance Herren:** About Rance Herren: With nearly four decades of hydraulic and pneumatic application experience in a variety of roles and industries (including 24 years in Oil and Gas), Rance Herren is widely recognized by his peers as a skilled expert in fluid power system design, troubleshooting, and failure analysis. Mr. Herren is an IFPS Accredited Fluid Power Instructor, a graduate of the Industrial Controls Technology program at California State University Fullerton, the Industrial Electrical Technology program at Chaffey College in Rancho Cucamonga, California, and holds multiple advanced fluid power certifications. In addition to speaking at industry trade shows and conferences, Mr. Herren has authored several articles in established trade publications on fluid power trends, the skilled trades gap, and the need for fluid power education and certification. He also serves on the Editorial Advisory Board for Power & Motion, a leading fluid power industry magazine. Mr. Herren is the former chair of the Fluid Power Hall of Fame and past President and board member of the International Fluid Power Society, where he continues as a lifetime member, technical contributor, collaborator, and advisor.

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[www.FluidPowerSME.com](http://www.FluidPowerSME.com)

<https://www.youtube.com/watch?v=Sgz7JKMxEI4>