

## PRESS RELEASE

For Immediate Release

### Haulotte Group | BilJax Holds Customer Open House

Haulotte Group | BilJax hosted a Customer Open House at their Archbold, Ohio manufacturing facility and corporate headquarters. The event featured aerial work platforms, scaffolding, and the new AS 2100 aluminum staging system.

Over 30 companies from the United States and Canada attended the event. The day kicked off with a welcome message and tours of the manufacturing facility. Attendees were able to see where and how the products they purchase are made. One of the highlights of the tour was the new Optimum 1930 E scissor line which is the first product in the Haulotte AWP product offering to be manufactured in the United States.

The day also included product demonstrations. A close-up presentation of the new AS 2100 was enjoyed by the event and staging customers and was given by Eric Short, Event Product Manager, and Einstein Francis, Designing Engineer. "The AS 2100 demonstration let the customers see how simple set-up can be; with almost no nuts and bolts and the t-lock guardrails assembly is made uncomplicated," noted Chuck Hutchinson, Vice President Scaffold and Event Sales. The AWP customers enjoyed lift demonstrations by the Regional Territory Managers while Service Technicians operated the machines. "The Haulotte Group | BilJax staff organized a wonderful event. They did a great job presenting their equipment, staff, and facilities. It was a good networking opportunity with other dealers and nice to meet all people at Haulotte Group | BilJax," said event attendee Tom Hammerslag of Great Lakes Access in Grand Rapids, Michigan.

After lunch, the customers were able to get hands-on with the equipment. They were able to operate the equipment and ask questions. "The product demonstrations and hands-on time was a great way to familiarize the customers with, not only the product, but also the team who supports the products," said Brent Hagedorn, Vice President of AWP Sales.

Innovation, creativity, and imagination have allowed Haulotte Group to become a global manufacturer of people and material lifting equipment. With the acquisition of BilJax, one of the most recognized names in the rental industry, the product line has expanded to include frame, system, and utility scaffolds, trailer mounted boom lifts, vertical and material lifts, contractor equipment and event staging and seating. Together, Haulotte Group and BilJax complete a full line of access equipment for North America and the World.

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