



**FOR IMMEDIATE RELEASE**

**Attention: Editor**

**July 2009**

**NEW MARKET PENETRATION COMBINED WITH TEAM APPROACH  
AT GIBSON MACHINERY LEADS TO SUCCESSFUL YEAR  
WITH SENNEBOGEN EQUIPMENT - AGAIN**

**Cleveland, OH** – Gibson Machinery LLC of Cleveland, OH, has been recognized as one of three North American heavy equipment distributors who led SENNEBOGEN LLC to another year of sustained growth in 2008. Constantino Lannes, President of the Charlotte, NC based company, and Erich Sennebogen, Managing Director of SENNEBOGEN Maschinenfabrik GmbH, recognized their top 3 distributors at the annual dealer meeting held recently in Las Vegas. SENNEBOGEN LLC has reached new levels for its green line purpose-built material handlers every year since the machines were first introduced from Germany in 2000.

Along with Gibson Machinery, Lannes named Howell Tractor & Equipment of Gary, IN, and Tractor & Equipment Company of Birmingham, AL as the 2008 sales leaders.

Lannes credits the strength of SENNEBOGEN's nationwide sales and service team for the emergence of SENNEBOGEN machines as the market leaders in many key areas.

These top 3 distributors, in turn, agree that an effective team-selling approach to existing as well as new customers supported by SENNEBOGEN has been key to their success.

**Let customers do the talking**

As a perennial member of SENNEBOGEN's sales elite, Gibson Machinery has been building its business on SENNEBOGEN's customer focus for many years. "SENNEBOGEN is my #1 line," says President and founder, Lee Gibson, acknowledging that SENNEBOGEN parts support is an ideal fit with his own commitment to customers. "I have invested heavily in my parts inventory so customers know they can rely on the equipment we sell them for the long term. Strong relationships make existing customers our best sales reps – they have the knowledge and credibility to talk to their peers in a way I can't. We're very proud that our customers are willing to open their doors to other prospects in the same or similar business. They have never had a problem saying that they are very pleased with the performance of their SENNEBOGEN machines."

**New markets – New customers**

Gibson notes that scrap recycling, his traditional market, was "still hot" in the early part of 2008. He has been an active member in the local ISRI branch for 20 years, so he is a well known mainstay of the industry. Later in the year, though, other sectors became more important as the economic climate changed. Fortunately, he was prepared. Gibson had already begun building a base in port facilities of the Great Lakes and the Ohio River system. Last year, he began offering "lunch & learn" events which provided port operators in the area to meet with SENNEBOGEN staff who have experience with their applications.

The opportunity to explore new ideas in loading equipment was an education for Gibson's sales staff as well as customers. Team-selling, again, led to the sale of a very special SENNEBOGEN electric-drive machine, unloading barges on the Ohio River. "Learning the right questions up front helps us to eliminate potential problems that can complicate the sale later," Gibson says. "Having the SENNEBOGEN specialists on board lets us earn the trust of a new customer by showing that our team understands something about their business."

### **Innovating to simplify sales**

The opening of a second assembly plant in Straubing, Germany, last year represented a major investment in meeting customer and dealer demands for equipment. According to Erich Sennebogen, the company looks beyond its machine designs to support dealers and customers. The new factory in Germany is designed for improved customer service. Its modular manufacturing concept simplifies customization so machine specifications can be matched to different applications easily and tailored to meet special needs.

### **About SENNEBOGEN**

SENNEBOGEN has been a leading name in the global material handling industry for more than 50 years. Based in Charlotte, North Carolina, SENNEBOGEN LLC offers a complete range of purpose-built machines to suit virtually any material handling application. A growing network of distributors supports SENNEBOGEN sales and service across the Americas, ensuring the highest standard of professional machine support and parts availability.

For more information on the full line of SENNEBOGEN green line material handlers, contact:

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