

stertil[®]KONI Connection

Stertil-Koni USA Celebrates 20th Annual Distributor Meeting, Signs Three New Dealers

Heavy duty vehicle lift leader, Stertil-Koni USA, Inc. has announced that it has recently celebrated its 20th annual distributor meeting with briefings, meetings and events held in Burbank, CA, and simultaneously signed three new dealers to join the company's dedicated distributor network in North America.

Additions to the Stertil-Koni distributor network are:

1. **Diamond State Industrial Products**, located in Conway, Arkansas and headed by Dawson Mulhearn and Chris Beard;
2. **Superior Equipment Company (SECO)**, headquartered in St. Louis, Missouri and led by Tony Rivera and Matt Gross; and
3. **City Lift & Lube**, based in Rochester, New York, and managed by Chuck Bauerschmidt.

In making the announcement, Stertil-Koni USA Inc. president, Dr. Jean DellAmore, stated, "Never in the history of the vehicle lift industry has a company come out of virtual obscurity a mere 20 years ago to become such a major player in heavy-duty lifting in the United States." Making it all happen has been a rare combination of superior product engineering, an unwavering focus on customer service, dedicated employees, and a highly skilled distributor network that brings the very best in technical skills and local knowledge to Stertil-Koni's broad range of customers. Quite simply, Stertil Koni makes the customer the top priority; and our passion to serve the customer and take care of our distributors has catapulted us to a leadership position in both the US and Canada. In contrast, while other companies may sacrifice distributor loyalty for sales, at Stertil-Koni we do not play that game. We know that devoted, loyal distributors take care of their customers."



which is now available in a "frame" version, and engineered specifically for concrete foundations, thus making it ideal for replacement situations. "What's more," he continued, we recently completed a 36,000 foot expansion of our manufacturing facility in Streator, Illinois, which will deliver enhanced flow and efficiencies – particularly in the production of our highly regarded heavy duty in-ground lifting systems. In short, Stertil-Koni believes in manufacturing in America for Americans."

DellAmore also cited recent company advances that have further spurred growth. Product development is a key part of Stertil-Koni's growth. Along those lines, he also mentioned a new, ALI certified model of the Stertil-Koni DIAMOND LIFT,

"In sum," he concluded, "these developments, coupled with our highly talented team – employees and distributors – make Stertil-Koni strongly poised for continued growth over the next 20 years." ■

About Stertil-Koni USA, Inc.

Stertil-Koni, a brand of the Stertil Group, is the global market leader in heavy duty vehicle lifts – bus lifts and truck lifts – and is the preferred supplier to the world's leading companies in the truck and bus industries. Stertil-Koni's breadth of products meets all ranges of lifting needs and includes mobile column lifts, two-post, four-post, in-ground piston lifts, platform lifts, half-scissors and its innovative axle-engaging, in-ground, scissor lift configuration, ECOLIFT. Stertil-Koni is also installing DIAMOND LIFT across North America, a full rise telescopic piston lift designed to set new standards in precision heavy duty lifting. The DIAMOND LIFT is now also available in a "frame," version, engineered specifically for concrete foundations and ideal for replacement situations. Stertil-Koni USA is headquartered in Stevensville, Maryland. Stertil-Koni has production facilities in Europe, in The Netherlands, and in the USA in Streator, Illinois.

