

# stertil<sup>®</sup>KONI Connection

## Six Companies Honored at Stertil-Koni's 21st Annual Distributor Meeting with the Coveted Aspire Program Award

Heavy duty vehicle lift leader Stertil-Koni has announced that six distributors in its North American network have earned the company's first-ever Aspire Program awards.

The Aspire Program salutes Stertil-Koni distributors who have achieved marked incremental sales gains on a year-over-year basis, thereby placing them in a new, heightened level of performance.

Recipients of the Stertil-Koni 2016 Aspire Program are:

- **Power Washer Sales** headquartered in Massachusetts
- **Heavy Lift System** headquartered in Ohio
- **Novaquip Lifting Systems** headquartered in Ontario, Canada
- **Westvac Industrial** headquartered in Alberta, Canada
- **Hoffman Services** headquartered in New Jersey
- **Heavy Duty Lift & Equipment** headquartered in Georgia

In making the announcement, Stertil-Koni president, Dr. Jean DellAmore noted, "We firmly believe Stertil-Koni has the very best heavy duty vehicle lift distributors in the United States and Canada -- each of which, we are proud to say, is exclusive to Stertil-Koni in our industry. It is my great honor to recognize these top performers."

Also commenting was Aspire Program Award recipient, Matthew Morgan, vice president of Hoffman Services, located in Newark, New Jersey.

He noted, "The combination of a complete, world-class product line, coupled within an aggressive sales and marketing force all linked to our partnership with Stertil-Koni, has provided us with a true, winning competitive edge in the heavy duty vehicle lift industry."



Dr Jean Jean Dellamore, president of Stertil-Koni, second from left stands with the 2016 Aspire Program awardees. Left to Right: Dave Mellow, president of Heavy Duty Lift & Equipment; Phillippe and Joe Palma, of Novaquip; Larry Morgan, with Hoffman Services; John Campbell of Power Washer Sales, Gary Vermeulen, of Westvac International and Mark Friess with Heavy Lift Systems

He continued: "We pride ourselves on standing behind the Stertil-Koni product line and providing exceptional customer service. In fact, we have a relevant saying in our industry – 'salesmen create the first sale, the service department creates every sale thereafter.' Our roots are based in top-tier service."

Another Stertil-Koni Aspire Program winner, Dave Mellow, president of Heavy Duty Lift & Equipment, headquartered in Georgia and servicing a region that includes multiple states in the U.S. Southeast, stated, "It's an honor to receive this award. I truly view our relationship with Stertil-Koni as an exceptional partnership. Together we are achieving great things in the heavy duty vehicle lift industry."

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