



*Contact* Loretto Thompson  
*Telephone* 716.218.4938  
*Cell* 716.479.2906  
*Email* lthompson@hrparts.com  
*Website* www.hrparts.com

FOR IMMEDIATE RELEASE  
March 5, 2018

## H&R CONSTRUCTION PARTS & EQUIPMENT ANNOUNCES NEW NAME, LOGO, AND BRAND PROMISE

Customers need more than parts ordering, they need parts experts!

Buffalo, NY, March 5, 2018— H&R Construction Parts & Equipment has made a name change to *H&R Construction Equipment Parts*. The change targets our primary responsibility to our customers – to provide quality alternative parts that fit their machines at a price that fits their budget.

*“Started dealing with this company back in the early 1990's, excellent service, the people are knowledgeable, and helpful. They also have competitive pricing and great shipping on used and new items, plus they are always adding new products and availability.” Kenneth P. (February, 2018)*

Their new brand promise – *More than just parts. Solutions.* – reinforces H&R’s commitment to their over 70,000 customers. While there may be other parts options in the market, H&R is dedicated to providing their customers with the best part option to address their challenge whether it be new, used, reconditioned, and rebuilt.

*“As our industry grows and more competitors enter the market it is imperative that we match our strengths with the needs of our customers. An undeniable differentiator at H&R is the incomparable knowledge base of our parts specialists. True, we have over 140,000 parts available to ship, but what sets us apart in our industry is how our parts specialists solve the customer’s problem quickly, the first time, to get them get back up and running. Our brand promise and updated name clearly speak to that strength.” – Aaron Lian, CEO, H&R Construction Equipment Parts*

H&R Construction Equipment Parts has four locations in North America. Operating out of their headquarters in Buffalo, NY since 1984, additional branches are located in Riverside, CA, Lawrenceville (Atlanta), GA, and Edmonton, AB Canada. All locations have full production capabilities to deliver products more efficiently globally. The Buffalo, NY location boasts two parts yards on 32 acres and a

110,000 sq. ft. warehouse. Combined with an 800 HP engine dynamometer and a 125 HP transmission and hydraulic test stand, service and machining facilities and recondition shop, customers are assured of the highest quality and largest inventory of parts available and ready to ship.

###

If you would like more information about this topic, please contact Loretto Thompson at 716.218.4938 or email at [lthompson@hrparts.com](mailto:lthompson@hrparts.com).