



Press release

Stertil-Koni Honors Six Companies at its 21st Annual Distributor Meeting with its Coveted Aspire Program Award

For immediate release

STEVENSVILLE, MD May 4, 2017 – Heavy duty vehicle lift leader Stertil-Koni today 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 Systems, 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



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

In making today’s 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 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.”

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.” And those roots run deep. Hoffman Services is a multi-generational business that has been in operations since 1926. “When we teamed up with Stertil-Koni,” Morgan added, “all the pieces of the puzzle were there. Put together, we have further solidified the Hoffman brand based on integrity and character for more than 91 years.”

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.”

About Stertil-Koni

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 with the ebright Smart Control System, two-post, four-post, in-ground piston lifts, platform lifts, half-scissors and its innovative axle-engaging, in-ground, scissor lift configuration, ECOLIFT. The DIAMOND LIFT is now available in a “frame” version, engineered specifically for concrete foundations and ideal for replacement situations. Stertil-Koni is especially well known for its portable lifts (mobile columns) and high-performance in-ground and platform lifting systems. 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.

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