



Press Release

## Stertil-Koni Honors Six Distributor Companies for Outstanding Sales Growth with Coveted Aspire Program Awards

*For Immediate Release*



**STEVENSVILLE, MD June 4, 2018** – Heavy duty vehicle lift leader Stertil-Koni today announced that six distributors in its North American network have been recognized as Aspire Program awardees based on their 2017 sales growth.

The coveted Aspire Program, now entering its third year, 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 were recognized at Stertil-Koni’s recent 22<sup>nd</sup> Annual Distributor Meeting – and the reactions show just how excited the honorees were.

One of those accepting the award, Chris Bussey, regional sales manager with Reeder Distributors, Inc., noted: “It is gratifying to be recognized by Stertil-Koni for the hard work that Reeder Distributors has put forth over the past few years to get to the point

where we are today. It has been a great partnership between Reeder and Stertil-Koni and we greatly appreciate the opportunity to grow alongside them.”

Planning and goal-setting has been a big part of the collective success. Bussey added, “Reeder Distributors has taken a deliberate and focused approach toward the heavy duty market within the Texas and Louisiana region. We, together with Stertil-Koni USA, developed a team to target this market.”

Another Aspire Program Award recipient, Kayla Fay, president of Northwest Lifts, echoed the sentiment when she said, “We are honored to receive this award. It really confirms our hard work is paying off.”

In all, six independent Stertil-Koni exclusive distributors received the Aspire Program Award. These were:

1. Midwest Equipment Specialists – headquartered in McFarland, WI
2. Northwest Lift & Equipment – headquartered in Hillsboro, OR
3. Reeder Distributors Inc. – headquartered in Fort Worth, TX
4. USA Lifts – headquartered in Bloomington, IL
5. Southwest Lift & Equipment – headquartered in San Bernardino, CA
6. Vendor Network – headquartered in Bronxville, NY

In making the announcement, Stertil-Koni President, Dr. Jean DellAmore noted, “Stertil-Koni distributors are a highly trained, focused and an extremely service-oriented group. It is my distinct pleasure to honor those who have had an outstanding year of growth. I also want to thank all of our distributors for their contributions in 2017. Together, they truly provide our expanding customer base with what we believe is the broadest range of high quality, high performance heavy duty vehicle lifting systems in the industry – all combined with exceptional customer service.”

“In conclusion,” Dr. DellAmore added, “through the years, our partnership with our distributors has only grown stronger and has helped to solidify our leadership position in the industry. We have the very best heavy duty vehicle lift distributors in North America– each of whom we are proud to say is exclusive to Stertil-Koni in our sector.”

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#### **About Stertil-Koni**

Stertil-Koni is the market leader in heavy duty vehicle lifts, notably [bus lifts](#) and [truck lifts](#), and proudly serves municipalities, state agencies, school bus fleets, major corporations, the U.S. Military and more. Stertil-Koni's breadth of products meets all ranges of lifting needs and includes [portable lifts](#) such as [mobile column lifts](#), 2-post, 4-post, [inground piston lifts](#), [platform lifts](#), and its axle-engaging, inground, scissor lift configuration, ECOLIFT. The company's innovative, inground telescopic piston DIAMONDLIFT is now available with an optional Continuous Recess system, ideal for low clearance vehicles. Stertil-Koni USA is headquartered in Stevensville, Maryland with production facilities in Europe, The Netherlands, and in Streator, IL.

Contact: Paul Feldman, [Paul.Feldman@Stertil-Koni.com](mailto:Paul.Feldman@Stertil-Koni.com), 410-643-9001