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FOR IMMEDIATE RELEASE

# GenAlpha is Chosen by Kalyn Siebert to Implement Equip eCommerce Solution

**Feb. 27, 2020, BROOKFIELD, Wis.** - GenAlpha Technologies, LLC was chosen by Kalyn Siebert, to implement an eCommerce solution for their existing parts and service operation. Kalyn Siebert selected GenAlpha and their Equip eCommerce product to meet the growing needs of online shoppers. With a projected site launch by mid-year, project discovery sessions will begin immediately.

GenAlpha will implement their Equip eCommerce product for Kalyn Siebert, allowing streamlined access to product pricing—providing a world-class eCommerce presence. The eCommerce presence created by the partnership has the potential to add tremendous growth to Kalyn Siebert and provide their customers optimal functionality in parts acquisition.

“Kalyn Siebert takes pride in the custom-engineered products we offer to meet the needs of the specialized transportation industry. Our partnership with GenAlpha is a strategic move toward our eCommerce initiative. GenAlpha’s Equip solution is exactly what we need to expand our market presence and offer an enriched customer experience,” said Jake Radish, President of Kalyn Siebert.

“We at GenAlpha are passionate about our customers and the solutions that we are able to provide them. Kalyn Siebert’s dedication to the enhancement of customer experience is exemplary of their commitment to providing the highest level of quality in all aspects of their business. GenAlpha’s industry leading expertise and innovative solutions will allow Kalyn Siebert to reach new heights. The GenAlpha team is very excited to facilitate the growth of Kalyn Siebert and we look forward to building a long-term relationship,” added Stan Eames, CEO of GenAlpha.

Kalyn Siebert expects to increase sales turnover by eliminating delays in parts availability inquiries. The transition from the submission of manual inquiries to an eCommerce platform will streamline the efforts of Kalyn Siebert’s parts and service team.

About GenAlpha Technologies:

*GenAlpha Technologies was originally founded to simplify the parts ordering process for large complex manufacturing organizations. From that need came, Equip, a fully integrated parts and equipment eCommerce, eCatalog, and customer portal solution specifically for manufacturers looking to digitize their sales efforts. Today over 30 manufacturer brands utilize Equip to manage their aftermarket equipment business online. Visit the GenAlpha website at <https://genalpha.com/> for more details on the company and their offerings.*

About Kalyn Siebert:

*Kalyn Siebert manufactures premium, custom engineered heavy-haul trailers, and specialized equipment for a variety of industries. With over 50 years of experience, Kalyn Siebert's manufacturing expertise has become a staple that their customers have come to know and trust. For more information, visit the Kalyn Siebert website at <https://kalynsiebert.com/>.*