
COMPANY NEWS



For Immediate Release

Associated
Corporate Headquarters
Addison, IL 60101
(630) 588-8800

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FOR MORE INFORMATION
CONTACT:
Shari Altergott
Corporate Marketing Manager
(630) 588-3593

Associated Announces Its New Brand Identity and Refocused Business Model

Addison, IL, August 9, 2010 – During the past five decades, Associated Material Handling Industries, Inc. and Allied Handling Equipment Company have strived to forge long term relationships with their customers by providing leading edge design and engineering solutions, world class products and industry leading support services. Their experience and consultative approach has helped their customers optimize storage and order fulfillment operations within their distribution and production operations to satisfy goals for increased productivity, efficiency and operational cost reductions. Throughout this journey, one thing has remained the same; they are committed to exceeding the expectations of their partners.

As their portfolio of product and service offerings have expanded over the last 50 years they have enhanced their approach and brand identity to be more reflective of the full scope of their capabilities. To best reflect this in the marketplace they have changed their name to Associated.

They have also refocused their business model to deliver on this enhanced brand promise. This new approach includes an Engineered Solutions and a Fleet Solutions group. This combination gives them the ability to leverage their unparalleled experience and industry best practices to evaluate their customer's current operations and recommend practical strategies to enhance its effectiveness and reduce overall costs.

To provide customers with additional information about these capabilities and services and how Associated can be of assistance in making recommendations that will benefit customers they have also developed a new website that can be viewed at www.associated-solutions.com.

Michael Romano, President/CEO of Associated said “As we look toward the future we are committed to developing new and innovative methods to provide value to our customers. We are confident that this refocused effort will enable us to continue to add value to all of our partnerships. With this change we have made the commitment to grow from the material handling company of the past to the supply chain solution provider of the future”.

About Associated:

Celebrating over 50 years of providing customers with innovative solutions that optimize storage and order fulfillment operations within their supply chain, Associated understands that handling materials in the supply chain should be more than material handling. By utilizing their unparalleled experience and industry best practices they are able to evaluate current methods and processes for storage, order fulfillment and equipment utilization and recommend practical strategies to enhance its effectiveness and reduce overall cost.

Featuring leading edge engineering and fleet management services to complement industry leading sales, service, rentals and parts Associated has been the recipient of multiple awards in recognition of being a premier organization in the material handling industry.

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For additional information about Associated, visit the company Web site at www.associated-solutions.com or call (800) 755-7201.

Publisher note - Send reader responses to:

Associated
Attn: Shari Altergott
133 North Swift Road
Addison, IL 60101
Phone: 630-588-3593
Fax: 630-588-8815
saltergott@associated-solutions.com