



MOHAWK
SPOTLIGHT
ON DISTRIBUTORS

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Washburn, ND: Shawn Keena of Industrial Lubricants (ILco) became the exclusive Mohawk distributor in ND & SD. In 2015, the two states combined had a total population of 1.5 million people. Since then, ILco's Mohawk lift business has continued to bloom with multiple truckload shipments despite the 2016 economic downturn that effected ND's oil production business. Recently, ILco hired additional sales, service and installation staff, became an ALI Certified Lift Inspector and is in process of opening a second warehouse for Mohawk Lifts in Northern Minnesota.



Shawn Keena of Industrial Lubricants

Central California: Mohawk & Rich Latona of Mid-state Auto Equipment sold twenty two 10,000 lb. capacity System I lifts to a new alternative fuel car manufacturing facility. Mohawk & Mid-State under a non-disclosure agreement can't disclose the company, yet this sale happened based on the ability to widen or narrow Mohawk Lifts given there are no cables or overhead obstructions which would have gotten in the way of their factories overhead cranes. When assembling the vehicles but prior to the doors being attached the manufacturer needed 12.5 feet between the posts which was simple to accommodate with a Mohawk lift.

The business with Mid-State and Mohawk continues to grow as Mid-State found it necessary to add sales staff and open a second northern Ca. warehouse in Sacramento. Said Latona, "I've developed some great complimentary relationships with other equipment reps, which I formerly wouldn't normally think of as helpful in furthering Mid-State's Mohawk sales efforts." Yet if Mid-State, Mohawk and neighboring equipment reps are working together to achieve more than a single person or company can do, then we're all smiling as business is good.



Mike Green from Mohawk Lifts of Arizona at install in Phoenix AZ

Phoenix, AZ: Mike Green of Mohawk Lifts of Arizona was all smiles when receiving a second purchase order from the City of Phoenix for four 32' long flush mounted parallelograms. Said Green, "We earned their business through a combination of good after sale support and training, our annual ALI certified lift inspections from his staff and a Mohawk factory lead of years ago alerting Green of the city planning a new garage.

The garage was built by Caliente Construction Co. who stated the shop prints for construction and pouring the 4 flush mount parallelogram pits answered all their questions about installation and below floor hydraulic and electronic routing below grade.

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New Castle DE: Triangle Service Equipment the Mohawk distributor in Delaware had the largest single sale in Triangle's 30 years in business when Delaware DOT purchased 17 sets of six column mobile lifts. Bill finds it ironic that Delaware, the second smallest state, had placed the largest single order since the multi-state government contract was initiated 10 years ago. Said Potter of the commissions earned from this sale; "I've already gotten a load of Mohawk two post lifts for what was essentially the commissions earned from DelDOT and now I'm going to parley these lifts into more cash for my business."

At the end of state fiscal year 2015 DelDOT purchased 3 sets of six columns and Potter said we essentially delivered them 20 sets or 120 columns over a one year period.