



News Release

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MERGER OF TWO LONGTIME MATERIAL HANDLING DISTRIBUTORS FOCUSES ON COMMITMENT TO CUSTOMERS AND COMMUNITY

- **Newly-merged Conveyer & Caster Equipment for Industry Expands Facilities in Ohio City**
- **New Logo and Identity Adopted: "We Keep Your Business Rolling"**

CLEVELAND -- Two Cleveland companies with a long and successful heritage in the material handling distribution business have merged and are maintaining their headquarters in the city.

Conveyer & Caster Corporation and **Equipment for Industry**, Incorporated merged this month and have combined their staff and operations into newly renovated quarters at 3501 Detroit Avenue in Cleveland. All 30 employees from both companies are remaining with the merged firm, which has adopted the name Conveyer & Caster Equipment for Industry.

Conveyer & Caster, which has been in business since 1961 in Ohio City, is a third generation specialty supplier of casters and wheels, power and gravity conveyors, dock equipment and material handling equipment.

Equipment for Industry has been located at 2710 Woodhill Road and in business since 1955, is a general line material handling distributor, which sells pallet racking, shelving, lockers, in-plant offices, mezzanines, loading dock equipment and containers.

Both companies' distribution areas are principally in Ohio and the Midwest, Western New York and Western Pennsylvania. In addition to the Cleveland headquarters, the merged company has offices in Toledo, Pittsburgh, Buffalo and Syracuse.

Merger Benefits:

The merger, one of the first of its kind in the industry, creates a distributor that has the capability to offer a full line of material handling products for manufacturing, warehousing and distribution companies across a broad line of industries, including automotive, health care, food service to name a few. The company, which has also rolled out a new logo and under the new banner: "We Keep Your Business Rolling. The slogan signifies the continuity of providing wheel and caster products as well as the larger role of helping customers with a broad line of products that help them keep their businesses moving.

**We Keep Your
Business Rolling™**

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www.conveyercaster.com



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"The merger of Conveyer & Caster and Equipment for Industry brings together two firms with great heritages and complementary product offerings," explains Jeff Stohr, president of the merged company. "This translates to great benefits for our customers and the community."

"This merger will help our combined customer base immensely," said Rick Andrews, former owner of Equipment for Industry, and vice president, sales of the merged company.

Andrews and Stohr outlined the major customer benefits of the merger:

- **There is little if any overlap of products or customers, who can do more one-stop shopping for a complete array of material handling products from Conveyer & Caster Equipment for Industry.**
- **The new company has a deeper sales force and enhanced customer service sales support.**
- **There is more technical expertise available to customers in all products lines from professionals with decades of experience.**

"Our manufacturing customers are doing more with fewer people and we can now do a better job helping them operate effectively and efficiently," said Trevor Stohr, vice president of Operations. "That's what the term, 'We Keep Your Business Rolling' is all about."

Making of the Merger:

A few years ago the Stohr family was faced with an important decision. They recognized the need to grow the business and at the same time they knew that growth would likely mean the need for expanded space.

"Over the last three years, we came to recognize that if we wanted to survive in the future we needed to be a more viable solution for our customers," said Jeff Stohr. Likewise, Rick Andrews was coming to realize that a combination with another firm was in the best long-term interests of his customers and his firm.

About a year and half ago, the Stohrs and Andrews began talking about a combination of their two companies.

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Making of the Merger (cont'd):

The Stohrs also needed to address their space issues. They have been at 3501 Detroit Avenue since 1970 and, if they were going to grow their business, they needed more room. They reviewed a number of options, including moving to a suburban location.

With the cooperation of the City of Cleveland and Councilman Joe Cimperman, Conveyer & Caster was able to get the financial assistance to expand, which included acquiring an adjacent building and renovating their current space. The result is a state of the art facility that can accommodate their growth.

"This is where we wanted to be," said Trevor Stohr. "Our roots are in Ohio City and we are delighted to stay here and grow."

A Community Commitment:

The Stohr family has a solid commitment to the community where they live and work.

Albert, Jeff and Trevor worked with the Westside YMCA and the company is a partner with Fairview Lutheran Foundation in its outreach activities in the Ohio City and Near West Side neighborhoods. Al Stohr has been actively involved on the board of Harbor Light, a Salvation Army Division, for the last 30 years. Al has always believed that the company and its leaders needed to give back to the community.

Conveyer & Caster has also partnered with nearby Max Hayes High School, providing internship and job training opportunities for students at the high school.

Albert Stohr Jr., who still serves as a senior adviser to the company, said he is delighted to see the company that he nurtured for more than 40 years continue to grow and expand. "This combination of Conveyer & Caster and Equipment for Industry is evidence of our commitment to the material handling industry and our community."

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