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Shuttlelift
49 E. Yew St.
Sturgeon Bay, WI 54235-1976

Contact: Amy Paul
Marketing Communications Specialist
(920) 743-8650
amy@shuttlelift.com

SHUTTLELIFT'S INTERNATIONAL DEALER MEETING DISCUSSES GANTRY CRANE MARKET APPLICATIONS

Shuttlelift also debuts its new double-beam mobile gantry crane

STURGEON BAY, WI (November 10, 2011) – Shuttlelift, a global mobile gantry crane manufacturer debuted its newest line of double-beam mobile gantry cranes during its international dealer meeting on September 22nd and 23rd.

Shuttlelift wasted no time impressing the audience with the state-of-the-art double-beam mobile gantry crane during the machine demonstration. Developed in response to a growing need for cost-effective ways to do business, attendees had an opportunity to view the new DB crane in action, observing its impressive maneuverability and reliable handling along with user friendly operations.

“The product demonstration allowed our dealers to get up close and personal with the new machine. They were impressed by the mechanics and flawless movement of the new double-beam mobile gantry crane. And they are also excited about new sales opportunities with the new series and Shuttlelift’s addition to their full line of efficient material handling products,” said Kurt Minten, director of industrial sales.

Over 24 dealerships from Canada, South America, the United States, Europe, India, Asia, Japan, the Middle East and Australia attended the seminar where they had the opportunity to focus on marketing specifics for the four lines of Shuttlelift mobile gantry cranes. The dealers were trained on market applications, product developments, features and options.

The event allowed dealers to communicate with Shuttlelift engineers, sales representatives and each other to exchange ideas and discuss various topics affecting their business. Presentations and training were also given from the parts, service and engineering departments to further the skills, knowledge and support of the dealerships.

“I thought the meeting allowed for good interaction with the other dealers. We were able to share pointers and discuss sales tactics,” said Thomas Diano, a dealer from Upperline Equipment in New Orleans, Louisiana. He adds, “It was also impressive to see the new double-beam mobile gantry crane in action. The crane is a great new tool for our markets.”

Stephan Chayer, managing director of international sales at Shuttlelift believes the meeting was successful. “We had great attendance numbers from dealers all over the world. Their participation was not only valuable to Shuttlelift, but also to the other dealers when they shared their comments, opinions and suggestions.”

For more information about Shuttlelift and its full range of rubber-tired gantry cranes, email the sales team at sales@shuttlelift.com or visit www.shuttlelift.com.

Shuttlelift's rubber-tired gantry cranes are the preferred customer-inspired solution for heavy lifting requirements and are manufactured to specification for a multitude of applications, worldwide. The Sturgeon Bay, Wisconsin-based company manufactures cranes with capacities ranging from 15 to 1,000 U.S. tons, all of which are supported by a global network of experienced dealers. Through superior engineering innovations, Shuttlelift has become one of the premier lines in the today's material-handling industry.

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