EQUIPMENT SALES CO.

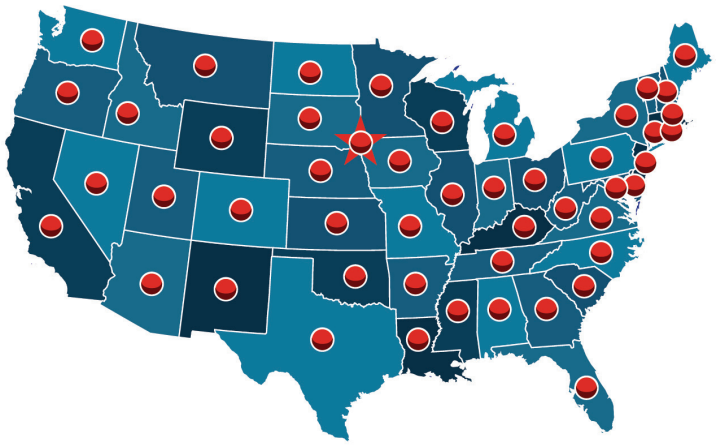
Establishing a sales and distribution presence in the U.S. can be a challenging, time consuming, and potentially cost-prohibitive proposition. Many Mittelstand German manufacturers often face the same questions when considering U.S. expansion:

1. How do we cost effectively access the vast U.S. market?
2. How do we navigate cultural differences in sales and marketing practices?
3. Should we partner with a U.S. distributor? If so, who?

Equipment Sales Co. partners with international manufacturers to alleviate these exact concerns. Equipment Sales Co. is the sales and distribution subsidiary of Rocklin Manufacturing Co., headquartered in Sioux City, Iowa. We have manufactured and sold high-quality industrial electronic and machine tool products throughout the U.S. and the world for over 80 years.

Along with two products we manufacture, sell, and distribute, the Rocklinizer (carbide application equipment for maintenance, gripping, and wear protection) and the MoldMender (Micro Welder for mold and die repair), we maintain strong U.S. sales and distribution relationships with German and French partner manufacturers. For each sales and distribution engagement we pursue, we offer our international partners all that is needed to effectively enter the U.S. market, including:

- Skilled and well-connected 20-member sales force across North America
- Print and online advertising campaigns
- Dynamic web presence
- Trade show exhibitions
- Repair and warehousing capacity
- Central U.S. location for ease of distribution
- 80-year reputation of selling quality products with superior customer service



We detailed these capabilities and experiences in late 2012 as panelists on the German American Chamber of Commerce (GACC) of the Midwest's panel "Success Strategies from the Mittelstand." Shortly thereafter, we established a sales and distribution partnership with MARKATOR®, a manufacturer of marking equipment headquartered in Ludwigsburg, Germany.

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MARKATOR® manufactures a variety of marking solutions including the FlyMarker® PRO. The FlyMarker® PRO is a portable, cordless, battery-operated, dot peen marking system that quickly and accurately marks a wide array of materials from plastics and metals to hardened steel. As the sole distributor for the FlyMarker® PRO in the U.S. and Canada, we've sold to a wide variety of industries, highlighting the broad appeal of a portable and flexible marking system weighing just 10 lbs. that meets the highest safety and quality standards.

Customers include oil and gas, machine tool, metal fabrication, and automotive companies, among many others. To support the automotive focus, Equipment Sales Co. assisted with MARKATOR®'s selection to the GACC's 12-company Automotive Supplier Delegation in November 2014. The delegation included visits to major auto suppliers in Detroit and the southeastern U.S. featuring MARKATOR®'s integration marking units. We coupled this unique opportunity supported by the German Ministry of Economics and Energy with exhibits at numerous trade shows during late 2014 and early 2015, including: IMTS (September), Fabtech (November), Houstex (February), NPE (March) and EASTEC (May). As a company that firmly believes in face-to-face interactions, we prioritize trade shows and customer demos to drive sales for the products we represent.

For more information about Equipment Sales Co. and our ability to sell compatible German products throughout North America, please visit our website (www.equipmentsalesco.net) or contact us via the information below. We would welcome the opportunity to partner with additional German manufacturers aligned with our capabilities.

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