



## Press Release

FOR IMMEDIATE RELEASE

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### **Ivy Hi-Lift expands product lines**

New Contractor & Industrial Equipment line to meet growing customer demands.

BOISE, ID—FEBRUARY 24, 1998—Ivy Hi-Lift, specializing in equipment and scaffold rental and sales, today announced the expansion of its core lines of business in Boise, Idaho, and the surrounding area. The new line, Contractor and Industrial Equipment, rounds out Ivy's growing rental and sales inventory by complementing the company's already established Aerial Work Platform, Forklift and Scaffolding divisions. As an increasingly requested equipment segment, Ivy's Contractor and Industrial Equipment line will provide area contractors and facility personnel with a diverse range of Air Tools, Concrete, Compaction and Excavation Equipment, Generators and Pumps, and Power Hand Tools, to name a few.

The new line targets many of Ivy's current customers, but also adds incentive to those prospects who seek to do business with an equipment rental and sales service company that can provide a majority of the equipment necessary to complete a wider range of job sizes, including building, construction and plant maintenance.

"Contractor and industrial equipment is fast becoming a core part of our business," said Ron Howard, Ivy Hi-Lift's President. "Adding the line in Boise is one of many steps we are taking to complete a company-wide transition that will leave Ivy as a full service equipment and access provider. With these additions, no other equipment company can compare to our product diversity when it comes to having virtually everything necessary to get a job done—big or small."

Ivy's new product line addition comes on the heels of industry-wide growth in Boise. The equipment rental industry has grown tremendously competitive over the past two years, while acquisitions, mergers and new openings seem to be routine. For Ivy, staying competitive means diversifying by offering a wider range of equipment for industry construction, while always providing the highest level of service—a commitment the company has maintained for 40 years.

"Boise is a hot bed of construction activity," says Brad McCoy, Ivy Hi-Lift Branch Manager in Boise. "We've been closely watching Boise's growth trend knowing we would make this move eventually. Now the time is right, the economy is good, our customers are busy, and we have our equipment ready. And if there's something more our customers need that we don't have yet, we'll get it—it's that simple."

More

Ivy Hi-Lift is an Initial Plant Services Company headquartered in Eugene, Oregon. With 15 branches located throughout Arizona, California, Idaho, Oregon, Nevada, Utah and Washington, the company rents and sells a full line of equipment including Aerial Work Platforms, Contractor & Industrial Equipment, Forklifts and Scaffolding. Additionally, Ivy provides an extensive service program that features an industry-recognized safety program dedicated to the safety of Ivy employees and customers.

For updates on Ivy Hi-Lift news and events, visit the Ivy web site at [www.ivyhilift.com](http://www.ivyhilift.com).

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