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For More Information
Kate Miller
Blue Edge Marketing Ltd.
847-858-6818
kmiller@blueedgemarketing.com

Charlie Wells
East Manufacturing Corp.
330-325-8245
cwells@eastmfg.com

East Manufacturing Names Tom Welch Dealer Liaison

RANDOLPH, Ohio – August 26, 2015 – East Manufacturing announced the addition of Tom Welch as Dealer Liaison. In this newly created position, Welch will be responsible for dealer network growth, improvement and support activities.

As the liaison between East, its Regional Managers and its dealer network, Welch will create and implement dealer management and performance measures, in addition to establishing procedures to assist dealers in sales efforts such as sales training, competitive analysis and market share data. East has over 70 authorized dealer locations across the United States and Canada, and an Australia location. In addition to sales of flatbed, drop deck, dump and refuse trailers, most of these dealer locations offer fleets and owner-operators access to parts and service.

“We are pleased to welcome Tom to the East family. He brings the experience to drive business results as well as the enthusiasm and strong work ethic that we need to meet our objectives,” said Charlie Wells, vice president of sales at East. “With Tom’s strong background, he will lead efforts to help advance our dealer network and their sales efforts for East.”

Welch joins East with over 30 years in the truck industry and a background with dump truck applications. Welch spent nine years as Vice President and General Manager with Hissong Group, an Ohio-based Kenworth dealer. At Hissong, Welch was involved with not only new and used trucks and tractors but also parts and service support required to be a successful dealer in today’s market place.

Most recently, he was with Harmac Transport, part of Seaboard Transport Group of Companies, a large Canadian private carrier and Kenan Advantage, where he was Director of Business Development for Chemical Logistics. In addition, Welch spent 17 years with Hendrickson International, where he held several management positions including Director of Marketing for Global Trailer Air Ride Suspensions.