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Schwarze Industries Appoints New Dealer Development Manager

(Huntsville, Ala.) June 30, 2010 – Schwarze Industries, one of the world’s largest street sweeper manufacturers, announced today that the company’s former Product Assurance Manager, Wes Brant, will now take on the role of Dealer Development Manager.



Working as a part of the Dealer Sales Team, Brant’s main responsibility includes finding, training and supporting dealers in the North American region. “The position is really all about communication,” said Brant. “I’ll be the boots on the ground assisting RSMs and distributors to gain and maintain market share. Most of which will be accomplished through information and education.”

“Wes is an enormous asset to the Schwarze team,” said Raymond Massey, Director of Sales and Marketing for Schwarze. “He’s worked with us as an Engineering Manager, and as our former

Product Assurance Manager he was in charge of warranty, quality and technical service training. That coupled with his sales management background makes him a perfect fit for the position.”

A degreed mechanical engineer, Brant’s industry experience spans more than 30 years. “I’ve had just about every position in the book,” said Brant. “I’ve worked internationally in Canada, held VP and COO positions, and I’ve been with Schwarze since 2001. Historically I’ve had positions with other companies where I’ve been in charge of sales. It’s a very natural evolution to move to distributor training, and this is a great opportunity to work with the customer base again.”

About Schwarze Industries:

Since its inception more than 30 years ago, Schwarze Industries, Inc. has grown to become one of the world’s largest street sweeper manufacturers and a leader in sweeping technology. Headquartered in Huntsville, Ala., Schwarze has a workforce of more than 200 employees, manufacturing street sweepers, parking lot sweepers, and road repair units. In 1996 Schwarze opened a manufacturing facility in Brisbane, Australia to meet the demand for products in other parts of the world. To date, Schwarze Industries’ products operate in more than 35 countries.

For more information on Schwarze or Wes Brant, visit www.schwarze.com or contact Raymond Massey at 800.879.7933.

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