



22 January 2009

ARC GEN HILTA POWERS UP FOR THE FUTURE

Two leading suppliers of construction site equipment have moved in together and united to become ArcGen Hiltia.

The announcement is the next step in the merger of the companies which combined last year following the acquisition of water pump and pressure washer supplier, Hiltia TW by ArcGen.

ArcGen Hiltia's chief executive, Mark Hodgkins, said: "Both ArcGen and Hiltia share a reputation for premium products and services and this is something that we will build on. ArcGen Hiltia has a resonance and properly describes how we have combined our resources and talents so this name and the move into one facility is a natural progression."

The entire Hiltia TW team and manufacturing facility has moved to ArcGen's headquarters at Four Ashes near Wolverhampton, as the lease on their current premises in West Bromwich ended in December.

As part of the amalgamation of the two businesses, ArcGen Hiltia has also restructured its sales territories, which will become smaller and more focused with a larger and strengthened team. The customer facing team at ArcGen Hiltia now has a combined experience of over 240 years service within the plant hire industry.

The company has appointed Paul Callaway as sales representative for the South of England. He replaces Jackie Feltham who has left the business. With over 30 years' experience in the plant hire industry Paul, who is based in Southampton, will cover the south coast region as far as the M4 and M25 corridor. ArcGen Hiltia is looking to recruit someone specifically for the London area.

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Tom Page has been promoted from technical support team leader to focus on the East Midlands, while Chris Cartwright will concentrate on South Wales and the West Midlands. David Whittington continues to look after the North, although the company is looking for another sales representative to cover the North East. Scotland remains Allan Bissett's domain.

"The economic challenge facing all of us is well documented and by focusing on sales to promote our first class customer service and products, we are in an extremely strong position to take advantage of the opportunities that these times will present to us.

"Our customers will benefit from greater contact and therefore support and have the reassurance of dealing with a team that shares in-depth knowledge of the products and solutions they provide," said Mark.

ArcGen Hilti is the leading provider of premium on-site power equipment and provides mobile generators, welders, lighting towers, plasma cutters as well as water pumps and pressure washers to the rental, construction and fabrication markets.

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