

## **Eight Months After PALFINGER's Acquisition of Omaha Standard**

Still Going Strong

*June 9, 2009*

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Spokane, Wash.—Since PALFINGER's acquisition of Omaha Standard in September of last year, you may be wondering what changes have been made since the purchase. Very little change has taken place, and Omaha Standard is riding through the economic recession quite well, especially considering how much decline has taken place in the truck industry as a whole.

While some individuals were weary of the acquisition, PALFINGER and Omaha Standard looked at the acquisition as an opportunity for both companies to continue pursuing the same goals as a team. PALFINGER—one of the world's leading manufacturers of hydraulic lifting, loading, and handling systems, acquired Omaha Standard with remarkable ease, allowing Omaha Standard to maintain their complete leadership team, staff, and manufacturing processes. It was an example of two individual companies seeing that they could use each other's resources to both improve.

Michael Berger, Managing Director of the PALFINGER North America Group, says, "Yes, like every other good company, we have taken measures to control and contain operating costs commensurate with the lessened demand. But at the same time we (PALFINGER) have continued to make investments in people, systems, equipment, and processes with a view toward the future."

It is this firm resolve that has made PALFINGER North America and Omaha Standard work so effectively together. Berger also stated confidently, "PALFINGER's mission is to be number 1 or number 2 with all of its product offerings and we have the plans in place and the resources to accomplish those goals over the next three to five years."

Another reason the partnering of the two companies has been so successful, is that the same managers and employees have continued to work at Omaha Standard, including the Co-Presidents, Tom and Jim Moser. This allowed Omaha Standard to keep the same employees, same company traditions and values, and ultimately the same loyal customer base.

Tom Moser, Co-President of Omaha Standard said, "Our post-acquisition goal at Omaha Standard is the same as before the acquisition and the same as PALFINGER's: to serve our distributors better than any other supplier, and provide the best value to our mutual end-user customers."

As with every company in the truck industry, business is down as a result of the recession. However, Omaha Standard's market share in the industry has actually increased 300% in the past four years despite the economic downturn, showing their unwavering dedication to their mission.

Today, Omaha Standard still features their top-rated line of steel and aluminum flatbeds in stores across the nation, as well as the widest selection of truck equipment available from a single manufacturer. Through their heightened focus on “lean” operations, they are producing better quality and consistency than previously available. They plan to introduce several new products to the market over the next 3-12 months under their new system, and are adding a 3-D design feature to allow customers to view products on their website from every angle.

Regarding specific product improvements, Omaha Standard recently redesigned the low profile, single-axle Omaha Service Vehicle body for cutaway chassis. It can now be installed on the chassis at their operation in Louisville, just another standard that keeps them on the forefront. Another product that remains on the top of consumer ratings is the Aluminum Badger Body, which are, “lightweight, yet rugged enough to withstand your demanding day-in and day-out use.” These bodies are rust-proof, require minimal maintenance, and even increase fuel mileage.

PALFINGER and Omaha Standard together are making the same dedicated efforts to the customer that they each have for years. Together they remain on the forefront of the market, making customer satisfaction their primary concern daily.