

FOR IMMEDIATE RELEASE: FEBRUARY 21, 2018

Martins Industries to open distribution and service centre in The Netherlands

Farnham, Quebec: (February 21, 2018) MARTINS, a tire equipment manufacturer, is continuing their expansion into the European market with the opening of a new service and distribution centre in The Netherlands.

In preparation for the new opening, Martins Industries launched an advertising campaign with The Netherlands automotive and truck periodical, *Aftersales Magazines*, in February of this year. Martins has also planned the launch of a Dutch website, and distribution of branded promotional materials for later on this spring.

The new Martins distribution and service centre will be located in Rijen, The Netherlands. "It is our priority to meet our Dutch customers' needs by providing them with a wide array of efficient and ergonomic products and an outstanding customer experience," says founder and President of Martins Industries, Martin Depelteau. Depelteau went on to say of the team that will be heading up The Netherlands expansion, "not only do we hire highly competent personnel but we also select people who share our values and bring energy to our team."

Robbert Mol will be the Account Manager for the Benelux territory, which is comprised of Belgium, Netherlands and Luxembourg. Robbert brings with him over 15 years of experience within the tire and automotive industry and a wealth of highly specialised knowledge. He will be aided by Karen M. Vijverberg, who will be the new Inside Sales Representative in the region. Karen has a university degree in marketing and will bring more than 25 years of experience to her role.

The new service and distribution centre will respond to the growing demand for Martins Industries high quality tire equipment and displays in the area, and throughout Europe.

About Martins Industries: Martins Industries designs and manufactures tire equipment to store, handle, inflate and display tires and wheels. They have distribution centres in the USA, Canada, Netherlands, Australia and U.A.E., as well as manufacturing facilities in Canada and China. Visit www.martinsindustries.com or contact Isabelle Olivier at iolivier@martinsindustries.com for more information.

###

For more information contact Isabelle Olivier at iolivier@martinsindustries.com or by phone at 450-293-9000 Ext. 230.