



FARM EQUIPMENT NEWS



New mixers in AML Equipment basket

MARKET leading equipment company AML Equipment has been operating throughout WA since 2002, during which time it has delivered quality lifting equipment sales and servicing for the construction, mining, agricultural and domestic industries.

From its inception the company has undergone several structural changes, expanding services on offer to its clients and reaching into numerous new markets.

Formerly known as CTE Group, the company's most recent structural change has involved a rebrand to the new business name AML Equipment.

The decision to rebrand is part of the company's long-term growth strategy.

Managing director Anthony Grosser said the rebranding effort built on major improvements they had made to their business in recent years.

"We have recently experienced strong growth, acquired a new product line and are in the process of relocating to a larger premise so this is the best time to implement our rebranding," Mr Grosser said.

"Our vision is to market our products and services under a single distinctive brand that will have outstanding marketplace impact."

As part of the company's strategy to expand products and services, AML Equipment has just acquired distribution of a new line of Faresin feed mixers, comple-

menting their existing telehandler product line.

Never offered in the WA market before, Faresin feed mixers are industry recognised as a reliable, innovative and high output mixer used by breeders across the world.

Operating for more than 35 years, Italian manufacturer Faresin has been designing and building machines to meet the toughest standards in construction and agricultural industries.

"Faresin products are reliable machines that are cost-effective and easy to maintain," Mr Grosser said.

"They are designed to suit WA's remote locations to ensure maximum productivity and availability."

With 35 telehandler models available, including 10 new agricultural models with Vario hydrostatic transmission, and 60 models of feed mixers, AML Equipment can provide a solution to all on-farm loading and feeding applications.

AML Equipment's outstanding business performance has recently been recognised in its selection as a finalist of the 2014 Telstra Business Awards.

AML Equipment will compete as one of six finalists to win the Western Australia Medium Business Award on June 24 at Crown Perth.

More information: Contact AML Equipment on 9493 6300 or visit www.amlequip.com.au



The new Faresin Rambo 1100cm feed mixer, now available from AML Equipment.