



## FOR IMMEDIATE RELEASE

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### **GENIE® AND HDW MARK 25 YEARS OF COLLABORATION**

*2020 - A milestone year for Genie and HDW - Authorized Genie Distributor in the Netherlands, Eastern Europe, Belgium and Luxemburg*

**ROOSendaal, THE NETHERLANDS** (25<sup>th</sup> August 2020) – Genie® and HDW, the brand's Authorised Distributor in The Netherlands, Eastern Europe, Belgium and Luxemburg, are pleased to announce that this year marks their 25th year of collaboration — a long-term partnership that has contributed to the distributor's continuous evolution and success on an international scale.

HDW, founded in 1982, serves customers in 40 European and non-European countries. As part of its 38 years of activity, HDW made the decision to become a Genie distributor for The Netherlands in 1995. This agreement expanded significantly less than 10 years later with the appointment of HDW and as the official point of sale for Genie aerial equipment for the whole of Eastern Europe. Since 2010, HDW has also provided Genie products in Belgium and Luxemburg. Outside Europe, the company supplies machines via operational lease contracts in cooperation with Genie.

"For Genie, the success of a solid working partnership comes with both mutual trust and sharing the same vision. In this respect, HDW has always been a steady partner that believes in quality and innovation in terms of the products it sells, as well as the level of service that it provides. They also have a very straightforward approach that makes them easy to work with," says Jacco de Kluijver, Genie VP Sales & Marketing, Terex AWP, Europe, Middle East, Africa and Russia (EMEAR) region.

He continues, "We can say that during these 25 years, our companies have grown together. Genie is proud to be represented by the HDW team and looks forward to continuing our collaboration for many years to come."

Remko Jonkergouw, Manager – Sales & Marketing, HDW, adds, “The key to the success of our long track record with Genie is that we do not see ourselves as a Genie customer, but as a partner. On top of that, we share the same values and put a strong focus on quality, customer service and purposeful innovation. In this respect, we can say that Genie is at the forefront.”

He continues, “For HDW, innovating with our customers is important. The fact that we have been able to rely on Genie to support us has played an important role in our company’s successful expansion. The development of the new Genie 4-m (13-ft) platform for Genie Xtra Capacity™ (XC™) booms is a recent example of how well our companies work together to support our customers’ job-specific requirements.”

For more information about Genie products and services, visit: <https://www.genielift.com>

Photo: HDW Genie 25 Years: left Remko Jonkergouw, Manager – Sales & Marketing HDW and right Jacco de Kluijver, Genie VP Sales & Marketing, Terex AWP, Europe, Middle East, Africa and Russia (EMEAR) region.

#### **About HDW**

With dealerships in the Netherlands, Belgium and Luxembourg, and in 14 Eastern European countries through its sister company Statech, HDW specializes in the sale of premium quality new and used aerial work platforms, telehandlers and rough terrain forklift trucks. Outside Europe, the company supplies machines via lease contracts. In total, HDW supports customers across over 40 countries. More information about HDW is available on its website: [www.hdwnl.com](http://www.hdwnl.com)

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#### **About Terex**

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie and Powerscreen. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website: [www.Terex.com](http://www.Terex.com), and on its LinkedIn page -- [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and Facebook page -- [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).