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**CONTACT: Paul Nielsen**  
(731) 225-9304  
[paul.nielsen@etsprayers.com](mailto:paul.nielsen@etsprayers.com)  
[www.ETSprayers.com](http://www.ETSprayers.com)

## **Equipment Technologies expands footprint of the Apache brand in Mid-South**

MOORESVILLE, Ind., February 24, 2010—Equipment Technologies (ET) proudly announces the addition of Delta New Holland to its family of dedicated dealerships.

As the farmer-based demand for self-propelled sprayers continues to grow, Equipment Technologies has been selectively recruiting new dealers in the Mid-South. National Sales Manager for ET explains, “The sales process for a self-propelled sprayer is very different from other pieces of machinery. It requires a special customer focus based on a partnership between the dealer and the manufacturer.” Nielsen adds, “This kind of partnership is rare, but we feel it with Delta New Holland. Their commitment to the customer is going to be a strong foundation that applicators can quickly trust.”

Delta New Holland is based in Charleston, Missouri and offers a full array of farm equipment including tractors, combines, skid steers, planters and more. “We have been at this a long time and have a strong grasp on what the farmer needs in order to continue to be more productive. So we are very pleased to offer a sprayer that allows the farmer to easily see a return on their investment and then some,” said Delta New Holland General Manager, Mark Stallings. “The Apache’s reputation for simplicity and reliability makes it a natural fit for the farmers we serve.” Delta New Holland has dedicated a sales and service team for the Apache line including a precision farming specialist to ensure customers get the most out their decision to buy an Apache.

Equipment Technologies is the largest independently-owned manufacturer of self-propelled sprayers in North America. Operating from its 108,000 square foot headquarters in Mooresville, Ind., the company’s singular focus is its line of Apache self-propelled sprayers. ET distributes its sprayers throughout North America and Ukraine through a network of independent dealers.

For additional information, contact Paul Nielsen at (731) 225-9304 or at [paul.nielsen@etsprayers.com](mailto:paul.nielsen@etsprayers.com) or visit the Equipment Technologies website at [www.ETSprayers.com](http://www.ETSprayers.com).

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