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ET WORKS SELECTS LESSING-FLYNN AS ADVERTISING AGENCY

MOORESVILLE, Indiana, (May 18, 2016) –

ET Works, parent company of the Apache Sprayer brand and one of the largest manufacturers of self-propelled sprayers in North America, has selected Lessing-Flynn to lead strategic marketing efforts for its line of Apache Sprayers.



“What stood out with Lessing-Flynn was their people’s passion for agriculture and deep understanding of the farm equipment industry, from the product design and manufacturing stages all the way to dealer marketing and customer support,” said Matt Hays, Chief Executive Officer of ET Works. “This partnership will help us elevate the Apache Sprayers brand, drive equipment sales and allow us to better support our growing global dealer network.”

Founded in 1907 and based in Des Moines, Iowa, Lessing-Flynn is one of the longest-standing advertising agencies in the United States. President Tom Flynn said, “We have a long history of partnering with innovative ag equipment companies that are leaders in their respective market segments. When it comes to self-propelled sprayers, Apache has one of the top lines and a very well respected brand. We couldn’t be more excited about this opportunity to work with them.”

About ET Works

ET Works is one of the largest manufacturers of self-propelled sprayers in North America. Operating from its 168,000-square-foot headquarters in Mooresville, the company builds and distributes its sprayers throughout Canada, the United States, Ukraine and Australia through a network of independent dealers.

Learn more about ET Works and Apache Sprayers at www.etsprayers.com.