

Halverson



Wood Products

Customer Reference

January 2020

Halverson Wood Products produces skid steer mounted firewood processors, in Pine River, MN, with sales primarily in the United States and Canada.



FIREWOOD PROCESSORS

*Log cutting & splitting skid steer
attachment*

A few years ago, we wanted to expand our sales to overseas, especially Europe. After struggling for several months to launch our efforts to sell in Europe, we were introduced to Mark-Tech International. They helped walk us through getting CE certification on our processors, and then transitioned over to help us launch our sales overseas.

Mark-Tech has helped us set up a distributor and dealer network in Europe, and has directed our marketing spend in coordination with our dealers. They direct customers to our dealers, if there is one near them, or they do direct follow up with customers, if they are not near a dealer.

Mark-Tech continues to support our dealers and distributors, which includes regular communication, visits, and support, including attending Trade Shows with our dealers.

Mark-Tech recently represented us by having a booth at the Agritechnica Show, in Hanover, Germany, which is the largest agricultural machinery show in the world.

Recently, Mark-Tech has been working to grow our dealer and distributor network to Japan, South Korea, and Australia.

If you are trying to expand your sales overseas, I would recommend using Mark-Tech!

Sincerely,

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