

Case Study

\$20B Global Bottler and Distributor

Challenge:

- Client needed to close two plants in Ontario
- EquipNet had 90 days to redeploy, sell, and remove 157 pieces of equipment.

EquipNet Solution:

- EquipNet managed a 90-day “quickie” liquidation event on all of the equipment at these two plants.
- EquipNet sent 5 targeted fax and email blasts through Campaign Manager to its beverage database of 4,000 customers.
- EquipNet negotiated the sale on all but 5 pieces by the deadline and completely managed the onsite rigging/removal effort.
- EquipNet brought in a scrap dealer and managed the pick-up of the remaining 5 low-value unsold pieces.

Results:

- Client redeployed 20 pieces worth \$325,000.
- Client also realized \$165,000 in net proceeds from equipment sales.