



Badger Truck Equipment and Casper's Truck Equipment Announce Strategic Partnership

Milwaukee, WI -July 8, 2015 Paul Schlagenhauf, President of Badger Truck Equipment, and Gene Lee, President of Casper's Truck Equipment announced today that they have entered into a strategic partnership for the purpose of providing truck equipment sales, service and installation for the Milwaukee Metropolitan, southern Wisconsin and northern Illinois market area.

Badger Truck Equipment (BTE), originally Baumeister Metal Works, was established in 2005 by Badger Truck Center. The truck equipment company is owned and operated by the Schlagenhauf family and provides standard and custom built truck equipment solutions for commercial and municipal customers throughout southern Wisconsin and northern Illinois. It is a member of the National Truck Equipment Association (NTEA).

Casper's Truck Equipment (CTE), established in 1994, distributes and installs premier work truck components throughout central & eastern Wisconsin and Michigan's Upper Peninsula. The company provides work truck solutions and participates in various truck related associations including APWA, SIMA and has been recognized by the NTEA with their MVP distinction. Owned by Gene and Christine Lee, Lee Truck Equipment, Inc. operates under the trade name of "Casper's Truck Equipment" and currently has service facilities in Appleton and Wausau. The company serves commercial and municipal customers and represents some of the premier manufacturers in the truck equipment industry.

Schlagenhauf and Lee described the partnership as a combination of the strengths of both CTE and BTE in a new joint venture. The sales and quality control processes will be provided by Casper's who will bring their truck equipment expertise to customers located throughout southern Wisconsin. Lee stated, "It has been our objective to establish a service facility in southern Wisconsin for some time. Now that this step has been accomplished, we are excited to move forward with expanding our product knowledge into this region. Our objective is to provide quality and consistently priced solutions to all truck dealers and work truck customers throughout the area." Schlagenhauf added, "With this partnership, the new organization will be able to provide a wider array of products and stronger service to all truck owners."

The partnership will operate as Casper's Truck Equipment - Milwaukee (CTEM) and initially be based at BTE's facility at 10915 W. Rogers St., West Allis, Wisconsin. Tim "TR" Miller, a 10-year Casper veteran, has been named as the Sales and Operations Manager for CTEM and Nancy Schlagenhauf will act as CTEM's Administrative Manager.

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