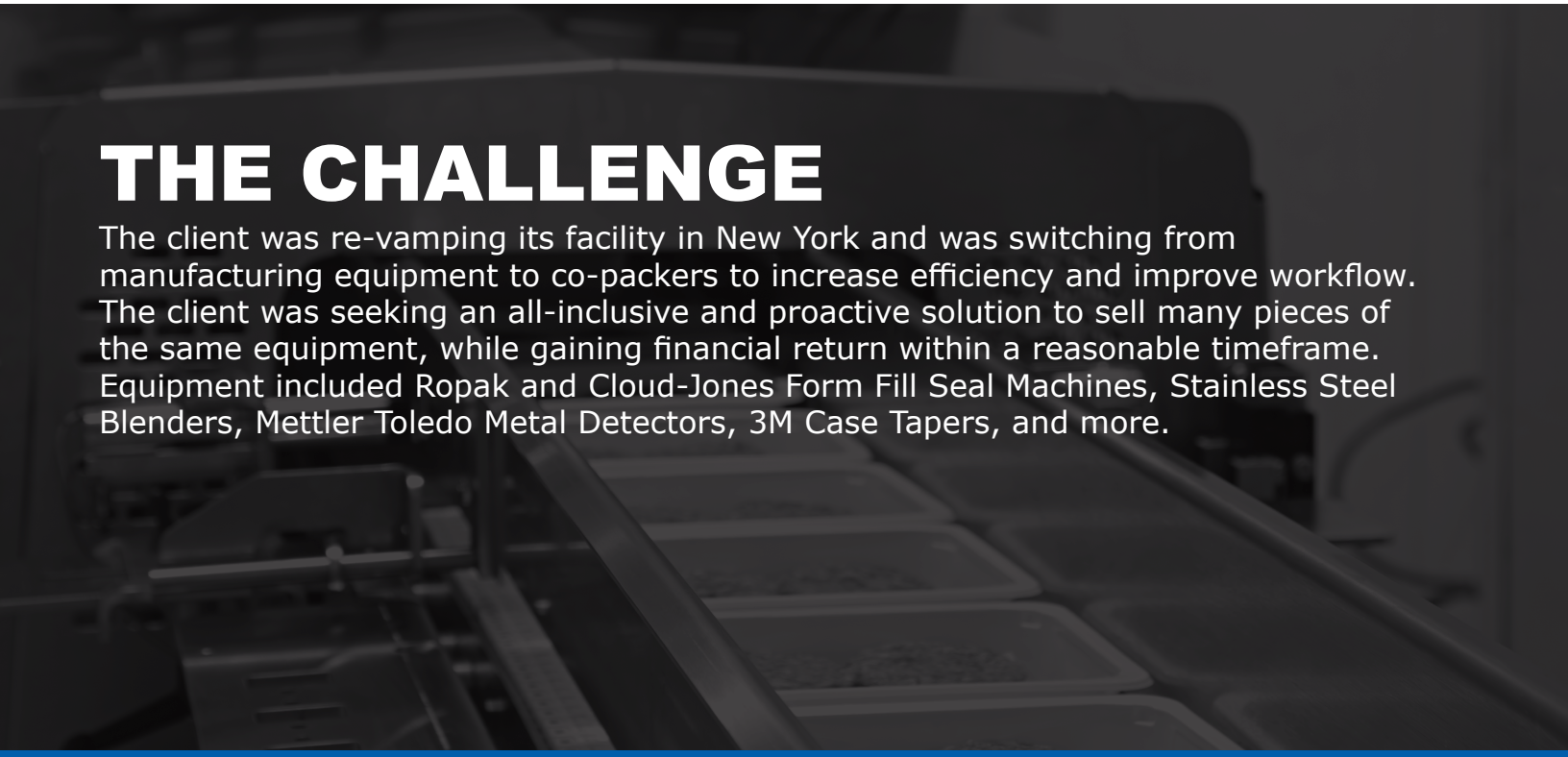
EQUIPNET

**CUMBERLAND PACKING - CASE STUDY**
Leading Global Food Packaging Company



# THE CHALLENGE

The client was re-vamping its facility in New York and was switching from manufacturing equipment to co-packers to increase efficiency and improve workflow. The client was seeking an all-inclusive and proactive solution to sell many pieces of the same equipment, while gaining financial return within a reasonable timeframe. Equipment included Ropak and Cloud-Jones Form Fill Seal Machines, Stainless Steel Blenders, Mettler Toledo Metal Detectors, 3M Case Tapers, and more.

# THE SOLUTION

EquipNet realized the challenge of selling multiple pieces of the same equipment, and put our Cascading Sales Model™ into place to gain optimum results for the client. EquipNet's Cascading Sales Model™ utilizes a number of sales channels, including Individual Asset Sales through the online MarketPlace™, and a Dedicated Online Auction Event through our AuctionPlus™ platform.

- **Project Management**
- **Onsite Inventory**
- **Dedicated Online Auction**
- **Individual Asset Sales**
- **Worldwide Logistics**
- **Post-Auction Support**

## CLIENT QUOTE

*"With [your] support, we [were] able to meet our financial goals while also learning in the process. On behalf of my Team…I can say that we are glad that we made the decision to partner with EquipNet on this project. As such, if the opportunity was to present itself again, we would not hesitate to utilize the services of your company again."*

- VP, Manufacturing Operations

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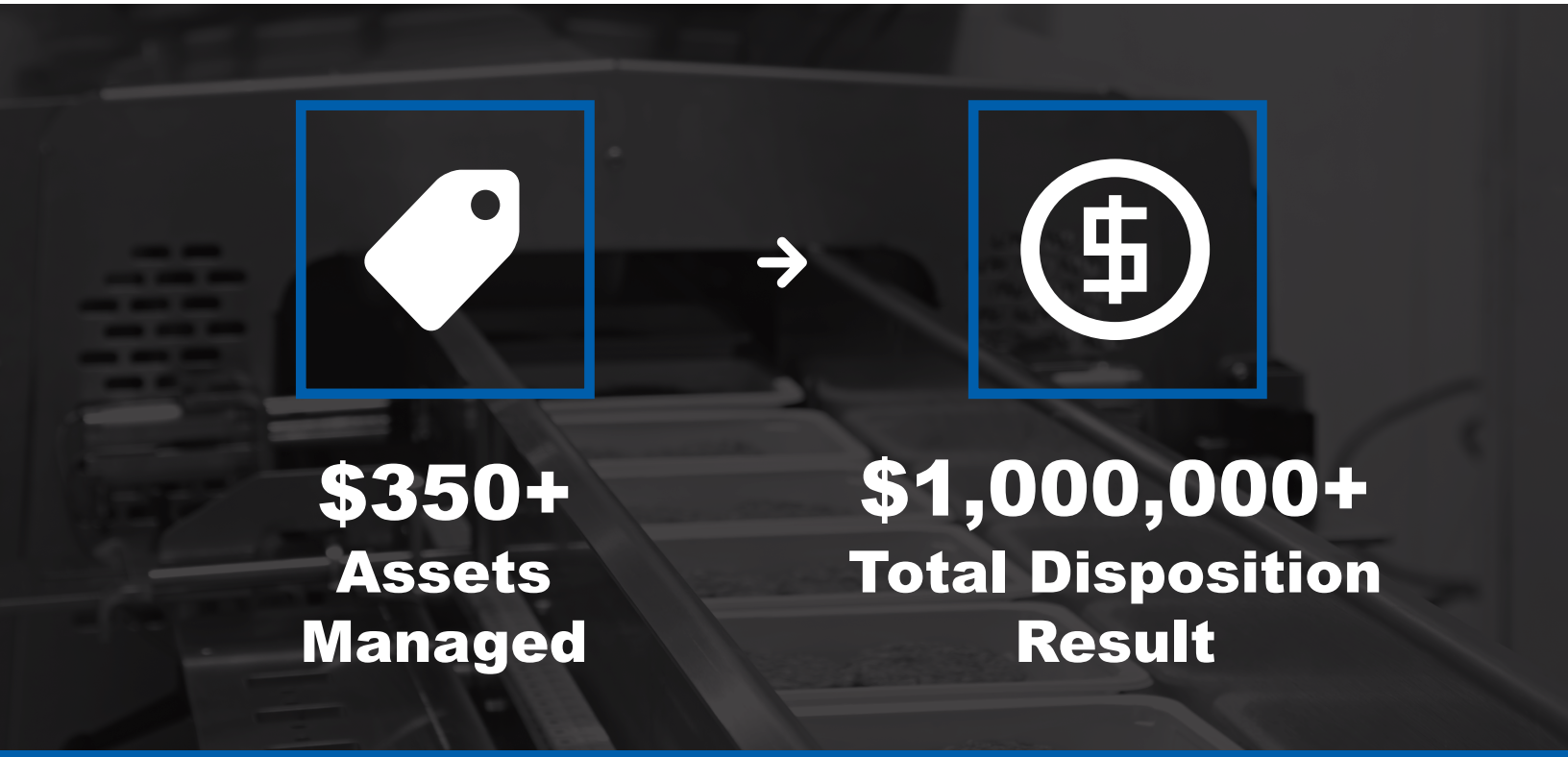

**$350+**
**Assets Managed**

**$1,000,000+**
**Total Disposition Result**

# THE RESULT

EquipNet's services allowed the client to achieve their desired goal of over $1,000,000 in disposition results within 9 months. Auction sales made a large portion of these values with 85 Auction Bidders from 8 different countries.

**85**
Auction Bidders

**$135K+**
Low Value Clearance Auction Sales

**$865K+**
Pre & Post Auction Sales

## FOR MORE INFORMATION

Learn more about EquipNet's Services and Programs, contact us or please visit **EquipNet.com**.