



NEWS RELEASE

LBX Company Announces Director, Marketing and Communication

June 1, 2015 (Lexington, KY)

LBX Company, maker of Link-Belt excavators has announced that Rob Orłowski has joined LBX as Director, Marketing and Communication.

Prior to his most recent role as Product Manager for Excavators at Komatsu America Corp., Rob spent 14 years with CNH in various sales and marketing roles in construction equipment, after sales and financial services, including Marketing Product Manager-Global Telematics, Market Intelligence Manager, and Business Development Manager.

After graduating from the University of Wisconsin, Rob started his career at American Society for Quality Control as a bilingual Customer Service Representative, and continued with Briggs & Stratton Corporation in International Operations.

Rob is fluent in Spanish and Portuguese, and has good knowledge in Mandarin.

“I am very pleased to have Rob join our team as Director, Marketing and Communication. As LBX continues to grow in North America and Latin America, Rob’s leadership and broad, experience in our industry make him well suited for the job,” stated Eric Sauvage, President and Chief Executive Officer.

About LBX Company

For more information, contact: Lisa Bemis Events & Promotion Specialist, at lbemis@lbxco.com.

LBX Company LLC is the proud maker of Link-Belt hydraulic excavators, scrap/material handlers, demolition equipment and forestry equipment. These products are sold through a large independent dealer network located throughout North and Latin America. LBX’s subsidiary company, LBX do Brasil, distributes these products in Brazil.

LBX Company is a subsidiary of Sumitomo (S.H.I.) Construction Machinery, a world-wide leader in construction equipment innovation and quality manufacturing based in Chiba, Japan.

More information is available by visiting lbxco.com or lbxco.com/brazil.

