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Faresin USA Appoints Sound Heavy Machinery As Its Carolinas Dealer

(Wilmington, NC – August 26, 2024) Sound Heavy Machinery (SHM) has been tapped by Faresin USA to represent its line of telehandlers in North and South Carolina and joins the diverse brand's growing list of North American dealers. The Italian-based manufacturer offers six categories of all-terrain telehandlers in North America – small range, FS compact, FS middle, heavy-duty, big range, and electric powered. Sound Heavy Machinery's owner, Mark Bobo explains the value of the partnership for both companies.

"We are extremely excited to represent a powerhouse like Faresin Telehandlers because of the quality of its equipment and compatibility with our current product portfolio," said Bobo. "Our ultimate goal is to serve our customer base with a total package of new and used equipment, rentals, parts, and service, so Faresin fills a unique market gap for us and will be an ideal complement to our other construction, landscaping, agriculture, and forestry machines."

Bobo founded SHM in 2010 and has shown steady growth since then. The Wilmington, NC firm offers other name-brand construction and landscaping equipment such as **Anaconda, AUSA, ASV, KOBELCO, XL Specialized Trailers, Terex Rough Terrain Cranes, Lamtrac, and Steel Systems Installation**. Besides renting equipment and selling new and used parts, SHM has a vibrant service department that services all makes and models of equipment for both the field and its service shop.

Faresin Industries, headquartered in Breganze, Italy, designs, manufactures, and markets mixer wagons and ration analysis instruments for the livestock sector and telescopic handlers for agricultural and industrial use. The company, founded in 1973 by current President Sante Faresin, combines the tradition of solid family leadership with the dynamism of an international group with a global presence thanks to a widespread network of subsidiaries, distributors, and dealers.

“Sound Heavy Machinery is a well-known dealer in the Carolinas and mid-Atlantic region who has made great strides in growing its customer base and services despite less-than-ideal market conditions the past few years,” said Austin Bailey, Vice-President of Sales. ‘Mark and his staff took the time to understand the market and its customers, so they are now poised to be a market leader. We feel like our all-terrain telehandlers will speed up the aggressive growth plans both organizations are implementing.”

More information on all the Sound Heavy Machinery products and services can be found at www.SoundHM.com or by calling (910) 782-2477.

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About Sound Heavy Machinery:

Sound Heavy Machinery, based in Wilmington, NC, is a premier construction equipment dealer for North and South Carolina. Our mission is to build lasting relationships with our customers so they can make Sound decisions. Our proud partners include Anaconda, AUSA, ASV, KOBELCO, Lamtrac, Faresin Industries, Loftness, XL Specialized Trailers, Terex Rough Terrain Crane, SENNEBOGEN, and Steel Systems Installation. A partial list of market segments SHM services is construction, landscaping, mining, golf course maintenance, forestry, and recycling facilities. For more information, email us at info@SoundHM.com

About Faresin Industries:

Since 1973, Faresin Industries, headquartered in Breganze (VI), designs, manufactures, and markets mixer wagons and ration analysis instruments for the livestock sector and telescopic handlers for agricultural and industrial use. Today, Faresin means quality products all over the world thanks to a network of subsidiaries, selected dealers and strategic business partnerships which place the company at the top of the market. From America to Australia, our products stand out for their Made-in-Italy quality and for our after-sales service. Faresin is near you, all over the world.

