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Sound Heavy Machinery Adds Revolutionary New Product Line To Its Portfolio Of Products

(Wilmington, NC – March 4, 2024) Sound Heavy Machinery (SHM) has been tapped by Lamtrac Global Inc. to represent its line of compact mulching tracked loaders in eastern North Carolina and is one of the brand's growing list of North American dealers. The Canadian-based manufacturer offers compact forestry and mobile land-clearing equipment in North America. Sound Heavy Machinery's owner, Mark Bobo explains the value of the partnership for both companies.

"We are extremely excited to represent Lamtrac forestry track loaders 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 Lamtrac fills a unique market gap for us and will be an ideal complement to our other construction, landscaping, and forestry machines."

Bobo founded SHM in 2010 and has shown steady growth since then. The Wilmington, NC firm offers other name-brand equipment such as **Anaconda, AUSA, ASV, Kobelco, XL Specialized Trailers, Terex Rough Terrain Cranes, Loftness, 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. The dealership recently was named an Authorized Service provider for **SENNEBOGEN**.

Lamtrac Global Inc. operates from a modern 100,000-square-foot facility in Tracadie, New Brunswick, Canada. The company's engineering and manufacturing resources have been active in continuously developing new technologies and products in its core markets of vegetation management and commercial land clearing. Recognized for its quality and accelerated conception cycles, Lamtrac has been partnered by many industry-leading brand names for the development and manufacturing of products in key growth-targeted market segments during its 25-year history.

“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 Phillipe Allain, Lamtrac’s Director of Sales and Marketing. ‘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 products 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, 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

