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FOR IMMEDIATE RELEASE

Sound Heavy Machinery Launches New Website for Carolinas Equipment Customers

WILMINGTON, N.C. — September 1, 2026 — Sound Heavy Machinery (SHM) has launched a new website designed to make it easier for construction, agriculture, and material-handling customers across North and South Carolina to explore equipment options, services, and industry trends.

Available at www.SoundHM.com, the redesigned website features an advanced search engine technology, large-format photography, videos, downloadable brochures and information sheets, and streamlined navigation across SHM's equipment brands and product categories.

SHM partnered with the Wilmington firm Springer Studios to develop a site that showcases SHM's construction and material-handling equipment, industry solutions, and services. Its search-optimized design helps current and prospective customers find new and used equipment, learn about SHM and its brand partners, explore rental material-processing solutions, and request 24/7 mobile service and parts support. It also makes it easy to request quotes for service, parts, and equipment online.

"Everything today is digital, and it's how our customers and operators want to access information," said Mark Thomas, SHM Chief Marketing Officer. "We have been working on this for the past six months and believe we have created a website that is always available to our North and South Carolina audiences, easy to navigate, and user-friendly."

Thomas added that the site complements SHM's printed brochures and marketing materials, many of which are now available for download. It also serves as an educational resource on emerging technologies in the construction, agriculture, golf course maintenance, and material-processing market segments—including mulch, compost, food waste, sand, and other materials handled by land-clearing operations, landfills, and private processing facilities.

In addition to product and service information, the website will feature a monthly blog covering industry topics relevant to the Carolinas, including new equipment, government regulations, and emerging technology. Customers can access equipment specifications, order parts and accessories, and request rental units at any time.

A key feature of the new site is a real-time, pre-owned equipment feeds that provide information on available inventory, benefits, pricing, financing, and estimated monthly payments.

"While it is a valuable sales tool for us, this website is also a great resource for owners, operators, and operations personnel who need to understand what is available in the market," said Mark Bobo, Sound Heavy Machinery President / Owner. "Municipalities, landscapers, equipment operators, landfills, and commercial mulch or compost businesses often need immediate service or equipment. This site makes it easy to evaluate service options and take action at any time of day."

“Our premise is that everyone wants to make a Sound decision,” Bobo added. “This website is another example of how we deliver on that promise by helping customers quickly find valuable information and take the next step.”

Founded in 2010, Sound Heavy Machinery has grown steadily and serves customers throughout the Carolinas from its Wilmington, N.C., location. The company offers equipment from brands including Anaconda, ASV, AUSA, Kobelco, Terex RT, Lamtrac, Faresin, Frana, and a half dozen major attachment manufacturers.

In addition to heavy-equipment rentals, SHM has expanded its mobile service department with new technicians and a fleet of mobile service vehicles. The company provides service for all makes and models, both in its shop and at customer job sites.

For more information about Sound Heavy Machinery products and services, visit www.SoundHM.com or call (910) 782-2477.