



CRANE EQUIPMENT & SERVICE, INC.

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801 West Center  
Eureka, Illinois 61530  
Office: 309-467-6262  
[www.ces-cranes.com](http://www.ces-cranes.com)

January 18th, 2021

To: VM Hoist Customers:

We are pleased to announce that VM Hoist & Crane (VM), out of Cedar Rapids, IA, will be merging with Crane Equipment & Service, Inc (CES). Combining the strengths of both companies, including the extensive organization that VM has built and the Manufacturing & Engineering capabilities of CES, will make us a larger market force, more competitive, and stronger in our Illinois and Iowa markets. Crane Equipment & Service, Inc has a 100,000 sq. Ft crane manufacturing facility in the Peoria, IL area with In-House Crane Engineers.

Over the next few months, VM will be adopting the Crane Equipment & Service, Inc. name and logo and will continue to represent all the manufacturers, services & brands that are familiar. VM will also transition to the CES business systems, accounting, and inventory management. For most of our customers, the name change will be the only noticeable difference.

We understand that it will take some time for many of our customers to get used to seeing a new logo and company name, so we've decided that during this transitional time, we will send our correspondence on letterhead with both VM and CES' information. Eventually, that will shift to just CES.

We assure you that all your records & reports will remain properly maintained and organized. We will ensure that the necessary steps are taken to secure our customer information.

To keep all our customers informed, we will be sending out an information packet within the next few weeks, including:

- Press Release Announcement
- Accounts Payable & Vendor Information
- Website Integration & Marketing Plan

We hope that you are as excited as we are about the merger. We are looking forward to the numerous benefits that we can all reap from taking this step. If you have any more questions about this, do not hesitate to give us a call at our Cedar Rapids area office, 450 Hwy 151 Walford, IA 52351 (319) 846-6040 with any questions. Our same great team is ready to help!



***Manufacturer of Abell-Howe***