INSTANT UPRIGHT STRENGTHENS SALES TEAM

Instant UpRight, manufacturer of the world's leading access tower system have strengthened their sales efforts with the appointment of Stu Cohen who will cover North America and Santi Araya who will cover South America.

Stu Cohen – Division Manager North America

Stu Cohen is no stranger to the access industry or the company's aluminium tower products having previously worked for UpRight Inc in North America. In 1979 he was appointed as Territory Manager for the Northeast and in 1988 was awarded Sales Person of the Year Award for volume sales. In 2000 Cohen took responsibility for sales to Horizon Rental depots in the USA and later United Rentals.

Cohen's remit will be to re-establish and grow the North American Dealer Network for the Instant tower product range. He will provide sales support and product training working with the company's Distributors in North America.

He will also promote the Instant Quick Erect Boiler System working with both end users and the company's affiliated specialist partner in North America.

Santi Araya – District Manager South America

Araya has a number of years experience of the access industry and in 2000 set up and managed Horizon High Reach Argentina, a sales and rental operation in Buenos Aires which was sold to the Haulotte Group this year.

Araya will play a major role in developing and growing the market share for Instant in South America, driving forward the company's long-term strategic goal to position itself

as the leading tower brand in emerging world markets. With South America's current quest for legislation changes underway, good growth potential will bring opportunities for safe, proven access equipment.

IMAGES

Image 1

Image 2

ENDS

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