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FOR IMMEDIATE RELEASE

Fecon Expands Dealer Network

LAS VEGAS (March 14, 2023) — [Fecon LLC](#), a leading manufacturer of heavy-duty site preparation equipment and related forestry accessories, announces a dealer expansion strategy focused on enhancing support to customers in a diversity of market segments. The company is seeking dealers who align with its customer-centric values to serve as strategic partners in key territories and markets. The strategy focuses on enhancing the company’s long-standing reputation for exemplary customer service by aligning with dealers serving each market area Fecon currently operates in, including forestry, agriculture, construction, utility and tree care.

“Our philosophy has always been to be the best at whatever we do,” said Mark Middendorf, Fecon’s executive vice president of sales. “That means product design, product quality and following through on service and support after the sale. Our products work in harsh and demanding conditions and our customers need to know they can count on performance and durability use after use. That’s why dealers are such an integral part of our team. They are close to the customer. Dealers understand the conditions and terrain our customers work in and they are the first face the customer will see representing the Fecon brand. The dealers we select are best in class and share our commitment to providing an exceptional customer experience.”

Fecon’s current network includes more than 500 dealer locations globally that serve a variety of markets. With a comprehensive line of mulching attachments for any make or model of the carrier, Fecon is focusing the dealer initiative on ensuring that all customers, regardless of application or industry, have convenient access to a dealer for products, parts and service on their unique carrier type. Additionally, Fecon recognizes the value of providing designated application support to customers making the alignment with dealers in each market segment a key aspect of the initiative. The trained and experienced team at Fecon supports the dealer network with recommendations and advice to tackle any customer challenge.

“We work closely with our dealers to provide educational and marketing support and, most of all, product and service support,” Middendorf said. “Any customer that buys



from us can rest assured that between our best-in-class dealers and our extensive team of product and service specialists, Fecon always has their back”.

Fecon has been manufacturing high-quality mulching and land-clearing attachments for more than 30 years and all units are USA products fabricated and assembled in its factory in Lebanon, Ohio. Fecon attachments are strategically designed for parts commonality throughout the line, sharing common wear and replacement parts and making it easy for dealers to stock and convenient for customers to access parts in a timely manner. In addition, Fecon Connect, a QR code-linked online parts ordering system, makes it quick and simple to order parts directly from the factory.

Interested dealers can contact Fecon to inquire about openings in their area.

About Fecon LLC

Established in 1992 near Cincinnati, Fecon manufactures the Bull Hog®, the #1 selling forestry mulcher. It also manufactures tracked carriers and tractors, as well as a full range of heavy-duty site-preparation attachments and related equipment for vegetation management. Its products are sold through equipment dealers and distributors worldwide. For more information: Fecon LLC, 3460 Grant Drive, Lebanon, OH 45036; contact Mark Middendorf at 513-696-4430, or via e-mail at mjmiddendorf@fecon.com, or visit www.fecon.com.

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**All images courtesy of Fecon LLC.*

Image: Dealer Group.jpg

Caption: Fecon is expanding its dealer strategy by aligning with dealers who share its customer-centric values serving each area that the company operates in, including forestry, agriculture, construction, utility and tree care.

Suggested Keywords: Fecon, dealer, dealer expansion, mulcher, attachments, forestry, agriculture

Publication Social Post: @Fecon announces at @CONEXPO-CON/AGG 2023 a dealer expansion strategy focused on ensuring that all customers, regardless of application or industry, have convenient access to a dealer for products, parts and service on their unique carrier type. Learn more.