

## **EquipNet Celebrates 20 Successful Years in Business**

CANTON, MA – This year, specialist asset management company EquipNet is celebrating 20 successful years in business. The company has a focus on pharmaceutical, biotech, chemical, food & beverage, personal care, as well as electronics and industrial manufacturing markets, and offers a broad range of services for the effective tracking, redeployment, sales or purchasing of second-hand laboratory instrumentation and manufacturing equipment. EquipNet helps its clients to generate a significant amount of previously unidentified funds from assets that have been sitting idle.

Taken individually, the company's services help customers meet challenges such as tracking and redeploying assets within a company's enterprise that it can no longer use, needing to buy equipment quickly and economically, and moving machinery around the globe. When combined, these and other EquipNet services provide a comprehensive and seamless asset management program.

Back in the spring of 1999, a chance meeting between two people on an airplane led to the foundation of EquipNet. One of the passengers was an industrial equipment dealer flying home after attending a pharmaceutical machinery auction.

Ben Potenza, VP Sales & Marketing, picks up the story, "By chance, or fate, the equipment dealer was seated next to a business consultant who specialized in website start-ups. Introductions were made and the topic of conversation turned to their professions. As the flight progressed, what intrigued the equipment dealer most was the fact that the consultant's latest venture was with a company that had created an online auction platform. He had been thinking about the best way to sell industrial equipment over the web and knew that if done correctly, it would revolutionize the way that companies buy, sell, and manage their surplus capital assets. The two men met again a few weeks later and the rest is history – on 12 May, 1999 EquipNet was founded."

Twenty years on, EquipNet has grown from two people in a crowded back room of borrowed space, to now more than 160 people in over 20 locations through North America, Latin America, Europe and Asia. EquipNet provides full asset management programs to some of the biggest corporations in the world, including Novartis, Unilever, Eli Lilly, Merck, Tesla, and many others.

To find out more about asset management with EquipNet, visit us at [www.EquipNet.com](http://www.EquipNet.com).

