

Newsletter

November, 2010

Manufacturer Profile: **Dur-A-Lift, Inc.**

In 1888, on the Main Street in George, Iowa, Folkert Sudenga opened his blacksmith shop; during this time, it was a place for local farmers to buy replacement parts and other farm equipment, but it later expanded into so much more than that. Sudenga's sons, Philip and George, joined their father's shop in the 1890's and in 1898, the shop began producing the trip hammer, making it the first item to be manufactured in George.

In 1902, George and Philip had taken over the family business and renamed it Sudenga Bros. It stayed within the family as Philip's sons, Floyd and Jay, helped their father as they were growing up. In 1945 when Philip's health was failing, his sons joined in ownership. It was at this time that they began producing a rear end loader for the Ford Ferguson tractor at the request of a car salesman. After seeing the great success of this product, Sudengas Bros. began solely manufacturing products.

Their manufactured products mainly were farm equipment that would help farmers save time and money on labor. Some of these products included a front end tractor J&S Wire Winter with a portable sawmill and table miter saw, wagon box tie downs, corn picker blowers, and side wagon hitches for combines. In 1955, Sudenga Iron Works, which they are now called, bought out the auger equipment from B&O Manufacturing of Columbus, NE and started manufacturing these augers.

In 1958, they made the decision to move Sudenga Industries' to their current location, which is one mile northwest of George. In 1976, Floyd and Jay Sudenga decided to retire; their business was sold to five employees, Larry Kruse, Lyle Hollander, Gordon Jurrens, Lemoyne Bleeker, and Bud Thaelke. Demand for Sudenga products continued to increase, causing the business to also sell grain, seed, fertilizer, and feed handling equipment.

In the 80's Dur-A-Lift truck mounted aerial lifts was purchased from its original owners and brought on board to the Ranger All Season Corporation; Sudenga Industries, Ranger-All Season Corp, and Dur-A-Lift Inc. were all brought under one umbrella, Diversified Technologies, Inc. Three out of the original five that purchased the Sudenga business have retired, but Larry Kruse and Lyle Hollander still run Diversified Technologies today.

Today, Dur-A-Lift continues to manufacture quality aerial lifts and provide customers with the customer service they deserve.

DUR-A-LIFT[®]



DUR-A-LIFT[®]

Where's The Snow?

It seems pretty impossible that we have had absolutely no built up snowfall this winter season, especially after looking back last year to the blizzard we had on December 8th. It seemed as though the winter began early last year and snow was definitely in abundance; so why is it that we have had little snowfall in central Iowa? Flurries have been on the forecast for some time lately, but no snowfall has actually accumulated; some parts of Iowa have seen more snow than the Des Moines area, but we are definitely not in the clear for the rest of the winter season. Some cities in the Midwest, like Minneapolis, have seen over a foot of snowfall in the last couple of weeks. Don't consider the lack of snowfall thus far a sign of what's to come and definitely don't slack on getting new winter equipment and tuning up the equipment you already have. Stop into Truck Equipment and get all the supplies you need to keep the ground clear during the snowy season!



Fluid Film: A Winter Must-Have

Just another reminder while you're stocking up for the upcoming snow, make sure you've got Fluid Film to protect your winter equipment. Spray this product on your snowplow and spreader and save money and time for yourself in the future. Snowplow maintenance is very important before, during, and after the actual snowplow season, so take special care of your equipment and buy Fluid Film at Truck Equipment. By spraying this product on your snowplow and spreader, you will be protecting it from the harsh chemicals of spreader material and slow down the normal wear and tear of the equipment itself by preventing rust from corroding the surfaces.



**TRUCK EQUIPMENT IS NOW STOCKING
ROCK SALT FOR MELTING ICE! PICK UP
YOURS TODAY!**



"Truck of the Month"

This 2011 Ford F350 Truck with a Knapheide Service Body, overhead ladder rack, Miller Welder, and Line-X Coating was sold to Wolin Electric.



- 2011 Ford F350 Chassis
- Knapheide Steel Service Body Model Number 696J
- Overhead Ladder Rack
- Miller Welder and Line-X Coating in the Cargo Area