



August 10<sup>th</sup>, 2020

TO: Valued Partners

RE: Rouzer Group signs to represent Atlas Lifting & Rigging

We are happy to announce that as of August 3<sup>rd</sup>, 2020, Rouzer Group is your official Atlas Lifting & Rigging (ALR) Representative.

ALR is not a new hoist manufacturer, you have probably seen, used and sold their hoists in the past, just with a different name on the hoist. ALR's parent company owns and operate one of the largest and most advanced chain hoists factories in the world and have been making hoists OEM for other manufactures for decades.

**About Atlas Lifting & Rigging:**

Atlas Lifting & Rigging is a global leader in innovation and manufacturing of chain hoists based here in the US. They have distribution centers and repair centers strategically located across the US and have exclusive partners in every continent of the world.

For 20 years ALR companies have supplied manual hoists to some of the most well-known and respected companies around the globe. The origins of our manufacturing principles and philosophies of strict quality control processes trace back to German engineered production techniques.

ALR has a proven track record of providing one of the highest quality and most reliable manual hoists in the world.

Thanks for your business,  
Gary Monn  
Vice President - Tools