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### **Melfred Borzall hosts their 2016 Annual Distributor meeting in Santa Maria, CA**

Santa Maria, CA 06/23/2016— Fifteen different Melfred Borzall distributorships from around the world attended the 2016 Annual Distributor meeting in Santa Maria, CA for two days of extensive training.

Every year Melfred Borzall hosts an in-depth two day training session for their distributors as an opportunity to learn about the latest in tooling, drilling techniques, manufacturing and industry standards. But beyond the educational part of these meetings is the invaluable opportunity for MB distributors from all around the world to get together, brainstorm ideas and share real life experiences about HDD.

"We have distributors coming from areas that have soil types from rock and cobbles, to clay and sand, or any combination of soil imaginable. So when our distributors share customer experiences and problems they've encountered on the job and how they, the distributor, helped solve those problems, our distributors not only get new concepts for problem solving, they take away a worldwide network of resources," says Director of Marketing, Peter Melsheimer.

MB's lifelong concept of quality tooling and customer service is emphasized throughout the meetings by not only providing comprehensive training about the latest tooling available, but also listening to their distributors' suggestions for improving the tooling to better meet their customer's needs.

"Bottom line is the customer," says Melsheimer. "If the customer doesn't have the tool to get the job done, we aren't doing our job. When a distributor brings up a problem a customer is having with a particular job, we have an entire room of knowledgeable people to help solve the problem, whether it's changing a drilling method or tool, or coming up with an entirely customized tool. That's what these meetings are about – getting the best knowledge, tooling and methods out there to the customer."

Eric Melsheimer, President of MB, stated that the 2016 meeting had the largest attendance to date and expectations are high for 2017.

"It's a lot of work, both to host and for our distributors to take the time from busy schedules to travel out here, but this is the kind of experience and training that you can draw on all year. It's an all around win-win for everybody – us, the distributor, the customer – and we are looking forward to next year being exceptional."

To learn more, call 800-558-7500 or visit our website at [www.melfredborzall.com](http://www.melfredborzall.com).