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FOR IMMEDIATE RELEASE
May 18, 2018

MELFRED BORZALL HOSTS THEIR 23RD ANNUAL INTERNATIONAL DISTRIBUTOR CONFERENCE

Annual two-day training event offers more than just a good time with a tight network of friends.

Santa Maria, CA, May 18, 2018— 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. They travel in from everywhere from Arizona to Australia to see what the Manufacturer was debuting and training on.

This annual two-day training session for their distributors is 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.

“Our distributors have daily experience in everything from rock and cobbles, to clay and sand, or any combination of soil imaginable. This makes troubleshooting and brainstorming sessions so valuable as we are in the same room for those two days. This sort of experience and concentrated HDD knowledge happens few times anywhere else in the world and we don’t take that lightly,” says Director of Marketing, Peter Melsheimer.

Melfred Borzall’s dedication to innovation, 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 driller on jobsite,” 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 job, we have an entire room of knowledgeable people to help solve the problem.”

If you would like more information about this topic, please contact Peter Melsheimer at 800.558.7500 or email at pmelsheimer@melfredborzall.com.