



Product News

Martin Engineering Announces Program Supporting Susan G. Komen® to Raise Breast Cancer Awareness

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Neponset (IL), United States -

A global leader in bulk material handling technologies has announced a new program to benefit the Susan G. Komen foundation during October -- Breast Cancer Awareness Month. Martin Engineering has manufactured a special series of its Cougar® brand DC truck vibrators in the traditional pink color, and will donate \$50 for each one of the limited edition units sold throughout the month. The Cougar Cares program is the latest in the company's annual efforts to raise awareness of the disease and the critical importance of early detection, helping improve education and survival rates among all women.

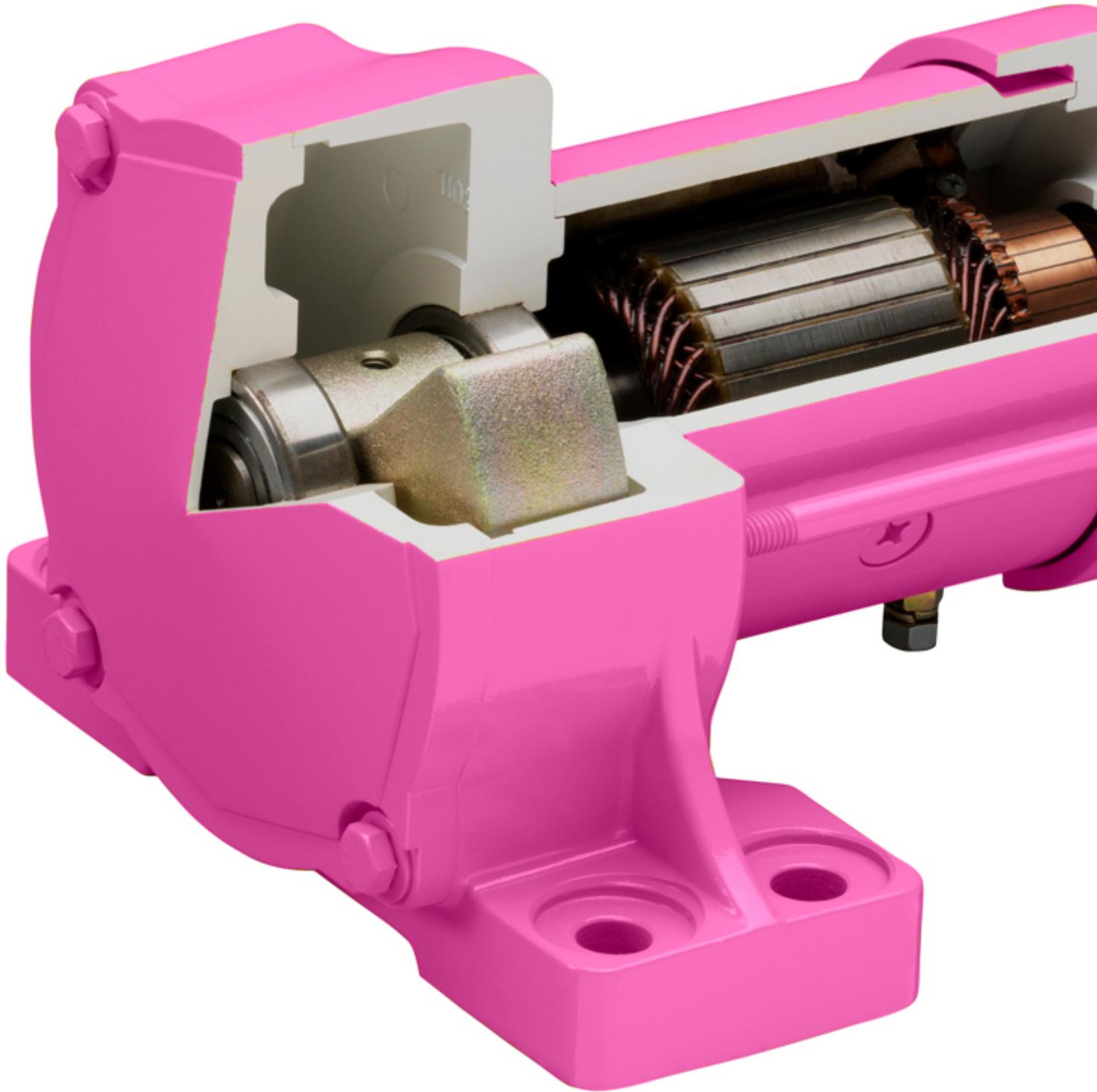
*"Everyone knows someone who's been affected by this disease," observed **Mark Huhn**, Director of the Vibration Products Business group at **Martin Engineering**. "We wanted to contribute to the incredible efforts the foundation has made toward controlling -- and eventually curing -- breast cancer."*



Martin Engineering will donate USD50 to Susan G. Komen from the sale of every pink Cougar DC Truck Vibrator sold in October.

Breast cancer is the second most common kind of cancer in women, and data shows that about 1 in 8 women born today in the United States will get breast cancer at some point. The good news is that many women can survive the disease if it's found and treated early. Regular mammograms remain the fundamental screening test, helping to find breast cancer early when it's easier to treat. Since 1982, the **Susan G. Komen foundation** has played a critical role in every major advance in the fight against breast cancer – transforming how the world talks about and treats the disease and helping to turn millions of breast cancer patients into cancer survivors. It is the only organization that addresses breast cancer on multiple fronts such as research, community health, global outreach and public policy initiatives in order to make the biggest impact against

this disease. What began with USD200 and a shoebox full of potential donor names has now grown into the world's largest nonprofit source of funding for the fight against breast cancer. To date, the organization has invested more than USD2.9 billion in groundbreaking research, community health outreach, advocacy and programs in more than 60 countries. Those efforts have helped reduce deaths from breast cancer by 38 percent between 1989-2014.



Cougar DC Truck Vibrators improve the speed and efficiency of unloading dump trucks and other

mobile equipment.

The Right Equipment for a Tough Job*Cougar DC Truck Vibrators* deliver the power to improve the speed and efficiency of unloading dump trucks and other mobile equipment. Featuring low amp draw and outstanding durability -- with extended run time that allows faster unloading -- a variety of models are available to suit specific trucks and typical loads. *“When a truck or hopper is being emptied, the process needs to be fast, efficient and thorough, because extra time spent unloading, manually cleaning or sending trucks back with material in them can translate into lost profits or increased costs,”* explained **Allen Twidell**, Mobile Market Manager. *“The higher force to weight ratio of these designs means more force is delivered to the material, increasing the efficiency of the vibrator.”* **Martin Engineering** is a global innovator in the bulk material handling industry, developing new solutions to common problems and participating in industry organizations to improve safety and productivity. The company’s series of Foundations books is an internationally-recognized resource for safety, maintenance and operations training—with an estimated 10,000 copies in circulation around the world—and employees take an active part in ASME, SME, VDI, CMA and CEMA. The firm also played a pivotal role in writing and producing the 7th edition of the CEMA reference book, **Belt Conveyors for Bulk Materials**. Martin Engineering products, sales, service and training are available from factory-owned business units in Australia, Brazil, China, France, Germany, India, Indonesia, Italy, Mexico, Peru, Russia, Spain, South Africa, Turkey and the UK. © 2017 **Martin Engineering Company**. All rights reserved. Martin Engineering products are protected by U.S. Patents, corresponding foreign patents and patents pending. Additional information can be obtained at www.martin-eng.com/trademarks.