



Material Transfer Launches New Brand and Redesigned Website
Customer Insights Drive New “Inspiring a Better Way” Brand

ALLEGAN, MI (June 8, 2021) – Based on market research insights, Material Transfer (MTS), an industry leader in the custom design and manufacture of bulk material filling, conditioning and discharging systems, announced today the launch of its new brand. The *Inspiring a Better Way* brand showcases what customers value most: Material Transfer’s ability to leverage years of experience delivering customized, high-performing bulk handling equipment and systems across industries and applications to truly transform their operations.

“We’re extremely gratified that our customers view us as product visionaries that can quickly turn their bulk material handling challenges into new operational advantages. Many recognize that they come to us with problems they don’t know how to solve,” said Scott Nyhof, President. “We believe our problem-solving capabilities are rooted in our singular focus on bulk material handling, the customization expertise of our teams and our commitment to designing customized solutions that make a meaningful difference in our customers’ operations.”

The research was also used to inform Material Transfer’s new website, which has been redesigned to optimize the user experience. The new site includes, enhanced design functionality, SEO-rich content and product information that showcases unique product line functionality and easy access to a robust photo gallery.

According to Nyhof, “In today’s fast-changing, highly competitive markets, our customers are looking for greater value, improved efficiencies, longer, maintenance-free machine life and safer, healthier work environments. The *Inspiring a Better Way* brand drives us to ensure that everything we do for our customers – from their first interaction, to the design and build process, to aftermarket services that enhance productivity and ROI – is designed to find the better way.”

Individuals can experience the new brand at www.materialtransfer.com.

About Material Transfer

Headquartered in Allegan, MI, Material Transfer & Storage (MTS) is an industry leader in the custom design and manufacture of bulk bag filling, conditioning and discharging systems for dry powders and bulk solids. For more than 30 years, MTS has been guided by the principle of building products the way they should be built: robust in design, elegant in operation, simple to use and easy to maintain. For more information, visit the new website at www.materialtransfer.com.

###