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Midwest Equipment

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N/A

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Midwest Equipment Recovers Asset Costs for Miller Brewing

CHICAGO, IL/PRWEB/July 14, 2006 --- Miller Brewing, one of the largest beer manufacturers in the world, owns and operates several breweries across the United States. During the ongoing course of its operations, Miller often upgrades its capital equipment assets and decommissions older equipment. It is a continuous challenge for manufacturers to recover value for older equipment that is either sitting in a warehouse or bone yard and may still have market value. As part of Miller's efforts to improve asset utilization and recover costs, Miller hired Midwest Equipment to help with the liquidation of surplus assets at its breweries.

In March of 2006, Midwest Equipment marketed assets from Miller's Milwaukee Brewery to buyers throughout North America and Europe. During the liquidation process, prospective buyers were asked to submit competitive bids to Midwest on Miller's behalf in order to purchase the surplus assets from the Milwaukee Brewery. In contrast to other liquidation services, Midwest includes the valuation-appraisal of equipment at no additional costs. According to Andrew Turner, Midwest Equipment's president, "We are here to serve our clients and believe that manufacturer's should not have to pay for valuations associated with liquidations when there is significant value already in the assets that will be liquidated." The valuation helped Miller to understand the market prices of its assets.

As a result of utilizing Midwest Equipment's liquidation service, Miller gained greater exposure to buyers, relieved the burden of using internal labor resources to sell used equipment and sold its brewery assets for approximately 60 to 70% more than it could have on its own. Because Midwest Equipment maintains relationships with surplus equipment buyers on an ongoing basis, the liquidation of Miller's Milwaukee Brewery assets was executed smoothly and quickly.

About Midwest Equipment

Midwest Equipment is a privately held company that buys, sells and trades surplus manufacturing machinery. The company is a nationally certified diverse supplier and seeks out both traditional and entrepreneurial business opportunities in its key and extended industries. Midwest Equipment prides itself on providing its customers and clients with value-added services that positively impact their bottom line. By having unrestricted discretion in seeking, building and participating in business opportunities, Midwest Equipment provides its partnership and alliance portfolio companies with the necessary tools for success. For additional information about Midwest Equipment, please visit: <http://www.midwesteqt.com/>

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