

CASE appoints new heavy-line specialist

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CASE Construction Equipment is strengthening its UK operations with an industry expert.

Dean Ashton, a specialist with a track record of delivering major multi-million projects within the recycling and waste to energy sector, and an in-depth knowledge of plant procurement, joins the company as heavy-line product specialist for the UK and Eire.

With 36 years' experience in all aspects of engineering and operations, working in recycling, waste to energy, pre-stressed concrete manufacturing and production facilities, Dean has been responsible for overseeing many large scale operations during his career.

His most recent position was with Impetus Waste Management Group, market leaders in waste management solutions. In his role as engineering manager he was responsible for completing the commissioning of a multi-million-pound waste management facility, and had responsibility for engineering operations within the group. This included full control of operational maintenance and management of staff across all the company's UK sites.

Previously, he spent 4 years with R Plevin & Sons Ltd, one of the country's largest UK producers of animal bedding and recycled wood products. As engineering manager for the group part of his responsibility was the procurement and introduction of new heavy mobile plant equipment, working very closely with agents and manufacturers to ensure the correct specification and modification.

Dean's new role with CASE will be to support the sales and development teams in the UK and Eire, as well as working closely with the product specialist teams in Italy.

Commenting on his new appointment Dean said: "This is a very exciting time to be joining CASE, with new product ranges raising the bar on performance and reliability, and new state of the art manufacturing facilities. I am very much looking forward to this new challenge and the opportunity to work closely with the UK sales team and product specialists on future machine development."

Scott Freeman, business director for CASE UK and Eire, said: "We see Dean as a real asset to the management team. He is hugely respected within the industry and his experience of working 'client



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side' within plant procurement and his knowledge of what customers are looking for will be very beneficial to the business."

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For more information contact:

Lynn Campbell (TLC pr for ALARCON & HARRIS)

Tel: +44 (0) 1704 566354

Email: lynn@tlcpr.co.uk