

Hydraulic Supply Opens Fourth Aeroquip Express Store

Distribution giant Hydraulic Supply of Sunrise, Florida, has opened its fourth Aeroquip Express Hose Center. Hydraulic Supply's latest store is its second store in the Atlanta, Georgia, loop.

The newly opened Aeroquip Express in Mableton serves customers in the southwest Atlanta area and joins the Forest Park store, opened in 2000 to serve customers in southeast Atlanta. Another Aeroquip Express in northern Atlanta is in the planning stages.

Booming Business

Business has been booming since the Mableton Aeroquip

Express opened its doors in September, says John Serra, Hydraulic Supply's director of retail sales.

"We started off strong, and business continues to grow," Serra says.

"Customers are happy Hydraulic Supply now has a local presence here. They previously drove to our Forest Park store that is 18 miles away, or they went to a competitive hose and fitting source.

"They like the fact that they have immediate access to just about any hose assembly they need, anytime they need it. Couple that with our full-line fluid power abilities, and it creates a one-stop shop that was lacking in the market."

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A Lot of Business To Be Had

Hydraulic Supply's decision to expand its Atlanta presence was based on confirmative marketing research and a store's ability to serve the area's widespread industries, such as refuse, airline, construction, in-plant, and shipping and material handling accounts, all prime targets for Aeroquip Express.

"There is a lot of business to be had in the Atlanta area, and Aeroquip Express is helping us capture the market share," Serra says.

Hydraulic Supply invested numerous man-hours into acquainting customers and potential customers with the services of Aeroquip Express and inviting them to open-house festivities in



Hydraulic Supply Mableton Aeroquip Express grand opening November 1, 2004.

November. Sales personnel canvassed target accounts prior to the store's opening and left behind open-house flyers. Over 2,700 customers also received direct mailers that invited them to the 3,000-square-foot facility.

The store's get-acquainted campaign continues with an

attention-getting billboard on busy Fulton Industrial, which directs passersby to the Mableton Aeroquip Express.

Hydraulic Supply opened its first Aeroquip Express locations in Pompano and Fort Myers, Florida, in 1998.