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## **FOR IMMEDIATE RELEASE**

### **Talbert Manufacturing Names Eller West Region Sales Manager**

**RENSELAER, Ind.** (April 6, 2016) — [Talbert Manufacturing](#), a leading manufacturer of specialized heavy-haul trailers and transportation equipment, hired Jim Eller as its new west region sales manager. Eller works directly with Talbert dealers in 23 states west of the Mississippi River to help them market, specify, customize and sell trailers that meet their customers' application needs.

“Jim brings more than 19 years of experience with heavy-haul trailers and I know he'll be an asset to the Talbert team,” said Troy Geisler, Talbert Manufacturing vice president of sales and marketing. “He's great at building relationships with dealers and customers and understands what trailer suits each application.”

Eller has a successful history of working with a dealer network. Most recently, he worked for four years at a major heavy-haul trailer manufacturer where he supported dealers in identifying customers' heavy-haul needs. He also worked for 15 years as a sales manager and account executive at three different Alabama-based trailer companies, where he helped customers match the right trailer for their application.

“I'm excited to support Talbert's growing dealer network,” Eller said. “There's increased demand for heavy-haul trailers and it's great to work for a company leading the way in innovation.”

Eller lives in Cullman, Alabama with his wife, Susan, and daughter, Sarah.

## **About Talbert Manufacturing**

Talbert has been building world-class heavy-haul and specialized trailers to rigorous customer specifications since 1938. The company offers complete lines of heavy-haul trailers and specialized transportation equipment for the commercial, industrial, military and government sectors. Its trailers and equipment are used in applications as diverse as renewable energy, aerospace, heavy construction, in-plant material handling, manufacturing and processing systems and much more. More information: Talbert Manufacturing, 1628 W. State Road 114, Rensselaer, IN 47978; 800-348-5232; [sales@talbertmfg.com](mailto:sales@talbertmfg.com); [www.talbertmfg.com](http://www.talbertmfg.com), [Facebook](#) or [LinkedIn](#).

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### **Cutlines:**

#### **Photo: JimEller.jpg**

**Cutline:** Jim Eller joins Talbert Manufacturing, a leading manufacturer of specialized heavy-haul trailers and transportation equipment, as the new west region sales manager.

**Tag words:** Talbert Manufacturing, Jim Eller, new hire, Talbert trailers, custom trailers

### **Suggested social posts:**

Twitter: Talbert Manufacturing announces Jim Eller as its west region sales manager.  
#newhire{photo & link}

Facebook: *@Talbert Manufacturing Inc.*, a leading manufacturer of specialized heavy-haul trailers and transportation equipment, hires Jim Eller as its new west region sales manager.  
#newhire {photo & link}

LinkedIn: Talbert Manufacturing, a leading manufacturer of specialized heavy-haul trailers and transportation equipment, hires Jim Eller as its new west region sales manager. Eller supports dealers in finding heavy-haul trailer solutions for customers. {photo & link}