



FOR IMMEDIATE RELEASE

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## Cook adds new items to the menu

Valley Equipment Ltd. to sell Trout River trailers In Atlantic Canada.

Trout River and Valley Equipment Ltd. have agreed to a new partnership that will see all Valley Equipment Ltd. locations serve as the full-service dealer along with their sister locations NorthEast Truck & Trailer Inc.



Trout River Industries is the world's largest manufacturer of live bottom trailers. The units are now being sold across Canada, the United States, Europe, Australia and New Zealand and the Middle East. The trailers are now manufactured in five different time zones and serve a variety of industries from road building, agriculture, and bulk waste haulage.

Peter Cook, President of Valley Equipment Ltd. says, "We are very pleased to add the Trout River line of live bottoms. Trout River is so close in proximity to us that we can simply drop in, if we ever need anything. It's a good partnership for us."



Valley Equipment Ltd. and NorthEast Truck & Trailer Inc. will have their first Trout River trailers in stock by the fall of 2017.

Valley Equipment Ltd. has been serving the trucking industry in Atlantic Canada since 1978. They are a full-service dealer of Western Star, Freightliner, and Autocar trucks and sell both Utility and BWS trailers. They now have two locations in New Brunswick, and their sister location NorthEast Truck and Trailer Inc. in Truro and Dartmouth, Nova Scotia.

"Trout River is very pleased to announce a partnership with Valley Equipment.", says Darrin Mitchell, co-owner of Trout River Industries. "This deal will make the Trout River brand more accessible across the Atlantic provinces. Our customers can drop in to any of the Valley or NorthEast locations and receive a top-notch customer experience." concludes Mitchell.



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