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LAT ANNOUNCES PARTNERSHIP WITH HTX MATERIAL HANDLING

DALLAS, (February 8, 2024) – LAT, a non-profit trade association that represents Texas’ building materials industry, and HTX Material Handling, a full-service material handling dealership, announced today an incentive program for the LAT membership.

“We are excited to offer this member benefit and for our partnership with the HTX Material Handling team,” said Mireya Zapata, Executive Director at LAT. “They are committed to our membership’s success and we are grateful for their efforts on behalf of the Texas building materials industry.”

“With over 10 million in Texas inventory and over 70 Texas-based team members, along with branches and service support in locations across the state, we are ready to bring an unmatched level of expertise and depth of experience that creates incredible value for the LAT membership,” said Kris Nicasastro Director of Strategic Accounts at HTX Material Handling. “The exclusive LAT member specials, that include preferred pricing on parts, service, and rentals, are one more way that we are invested in the Texas market.”

The partnership announcement was made at the LAT Lunch & Learn event held in Dallas. This is one of nine in a series of networking and professional development opportunities that LAT is hosting in 2024. The lunch events are complimentary for all LAT members and are held in communities across the state. To register and for a schedule of upcoming events, please visit www.lat.org.

About LAT

Founded in 1886, LAT is a non-profit trade association that represents the Texas building materials industry. Headquartered in Austin, Texas, LAT staff engages its volunteer membership in advancing public policy at the state and federal level and in hosting an annual convention and expo, the largest gathering of CEOs/Principals of Texas’ building material industry. LAT’s mission is to create unity, strength and a spirit of cooperation among building material suppliers to advance the industry. Learn more at lat.org.

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About HTX Material Handling

HTX Material Handling is a leading material handling equipment company that began operation in 2019. Its principals bring more than 75 years of combined business experience in a diverse array of industrial disciplines including distribution, logistics, heavy equipment, municipal infrastructure, engineering, and international trade.

Our manufacturing partner began operation in 1879 and today is the global leader in material handling equipment design, engineering, and production. In short, HTX Material Handling and the KION Group bring a level of expertise and depth of experience to the marketplace that creates incredible value for our customers and is unrivaled by any competitor. Learn more at htxforklifts.com

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