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Reading Truck Body Makes New Hire, Reemerges in Forestry Market Segment

Keith Barr Also to Assist in Reading's "Go Green" Initiative

Reading Truck Body has hired Keith Barr as Director of Forestry Products. The hiring signifies Reading's recommitment to the manufacture of forestry bodies, a market segment in which it has participated in the past, and is part of the company's "Go Green" initiative, which was announced in July.

Barr, with more than 25 years of experience in the forestry body field, is working with company engineers to refine the design of Reading's chipper body, which it has manufactured for more than a decade. Last employed by Ohio-based Arbortech, Barr also will be responsible for sales and marketing of the new forestry body, which is expected to be introduced in November.

"We are thrilled to have Keith as part of the Reading team," said Jim Kraschinsky, Executive Vice-President of Sales and Marketing. "He brings experience and knowledge in both



the sales and the technical sides of this business, and he is well respected throughout the field. His hiring is perfect timing as Reading reemerges in the forestry body segment with a completely updated and much improved product.”

Details about Reading’s new chipper body have not yet been released, but Kraschinsky has promised that customers will be pleased with the quality and value, and will be particularly appreciative of its durability and state-of-the-art security features.

“You’re going to be hearing a lot more about this new body in the weeks and months to come,” he said.

Barr, of Wooster, Ohio, also will participate in the Reading Truck Body’s “Go Green” initiative – an intensive companywide move toward making both its products and manufacturing practices more environmentally friendly. The company’s reentry into the forestry body segment is part of a coordinated plan to increase its visibility as an environmentally oriented company.

Headquartered in Reading, PA, Reading Truck Body, LLC, has been a leading manufacturer of service and utility bodies, dump bodies, stake/platform bodies, caps and pickup storage boxes for more than 50 years.

Learn more about the company’s “Go Green” initiative at www.GoRuggedGreen.com, www.readingbody.com, or call 610-406-6009.