



FOR IMMEDIATE RELEASE

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### **BinMaster Promotes Christensen to Vice President of Marketing**

(Lincoln, Nebraska—January 17, 2014) Garner Industries, manufacturer of BinMaster® inventory management systems and bin level indicators, has announced the promotion of Jenny Christensen to vice president of marketing for both the Garner and BinMaster divisions. Christensen is responsible for driving the company’s brand strategy and revenue growth through new products and the use of innovative marketing platforms to expand the company’s diverse customer base.

Christensen joined Garner Industries in 2008 as director of marketing where she has been instrumental in developing marketing programs that have helped to grow the company’s revenue and market share. Over the past five years, she has supported the launch of multiple new products, most notably the revolutionary 3DLevelScanner line of acoustic-based sensors. Drawing from her international marketing experience, she has supported the company’s growth into Latin America with localized and online marketing programs.

“Our company has a solid plan to grow and marketing will play a vital role in our business as we introduce new products and enter untapped markets,” said Garner Industries president Scott McLain. “Customers today are hungry for innovative solutions, whether they are a grain elevator just down the road or a newly constructed manufacturing plant across the world that wants the latest technology for inventory monitoring. We plan to be prepared to serve those markets and driving demand for our products worldwide by leveraging our brand is a big part of our strategy.”

Christensen has worked in both business-to-business and consumer packaged goods marketing positions and has been responsible for all facets of marketing including strategic planning, market research, product launches, public relations and media planning. She is a graduate of Bryant University with a BS in Marketing and has an MBA from Keller Graduate School of Management. “This promotion recognizes Jenny’s record of developing and executing marketing program that have delivered solid results,” added McLain.

#### **About BinMaster**

BinMaster is a division of Garner Industries – an ISO 9001:2008 certified company established in 1953 and headquartered in a 75,000 square foot manufacturing facility in Lincoln, Nebraska, USA. BinMaster is strategically focused on designing, manufacturing and marketing reliable, proven sensing devices for the measurement of bulk solid and liquid materials for the feed and grain, food, plastics, pulp & paper, power, mining, and concrete industries. The BinMaster product line is sold worldwide and features many diverse technologies for bin level indication and measurement, being well known for its SmartBob2 and 3DLevelScanner advanced inventory management solutions. For more information about BinMaster, visit [www.binmaster.com](http://www.binmaster.com).

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