

AriensCo. Overview

The history of AriensCo. has been intertwined with the transformation of the American landscape for the last eight decades. Established in 1933, the company's first rotary tillers were used by commercial growers to cultivate fields for vegetable production. Today, AriensCo. manufactures and markets a diverse group of outdoor equipment brands that serve the needs of both consumer and professional customers.

Corporate Headquarters

655 W. Ryan St.
Brillion, WI 54110

Year Established

1933

Ownership

Privately-owned and operated

Number of Employees

2,000

Businesses

- Outdoor Power Equipment
- Direct Marketing

Company Website

www.AriensCo.com

Company Phone

(920) 756-2141

Company Vision

Passionate People. Astounded Customers.

Company Core Values

- Be Honest
- Be Fair
- Respect the Individual
- Keep our Commitments
- Encourage Intellectual Curiosity

About AriensCo.

Based in Brillion, Wis., AriensCo. is a privately-owned and operated corporation focused on outdoor products that serve the needs of both consumer and professional customers. Established in 1933, the company manufactures outdoor power equipment under the Ariens®, Gravely®, Sno-Tek®, Countax® and Westwood® brands. As a distributor of specialty equipment, supplies and gear, AriensCo. serves niche outdoor segments through direct marketing brands Gempler's®, Ben Meadows® and AW Direct®.

Equipment Brands

Ariens®

Gravely®

Sno-Tek®

Countax®

Westwood®

Direct Marketing Brands

AW Direct®

Ben Meadows®

Gempler's®

Company History

The history of AriensCo. has been intertwined with the transformation of the American landscape for the last eight decades. Established in 1933, the company's first rotary tillers were used by commercial growers to cultivate fields for vegetable production. After contributing to the War Effort in the 1940s the company introduced tillers and riding mowers for home use by the new suburban homeowner. The company's most enduring product, the Sno-Thro® was introduced in 1960 and remains a market leader today. With the acquisition of Gravely® in 1982, the company entered the professional market with products aimed at landscape and grounds maintenance professionals. In 2014, AriensCo. expanded its portfolio of outdoor brands with the acquisition of direct marketing companies Gempler's®, AW Direct® and Ben Meadows®. Each brand serves a unique niche customer segment with equipment, gear and supplies to support their work in unique market segments.

Family Business

Now in its fourth generation of family leadership and fifth generation of family employment, AriensCo. operates within the framework of two equally important objectives – to achieve exceptional business performance while maintaining a family culture. Company President Dan Ariens is the great-grandson of company founder Henry Ariens. A strong proponent of lean operating principles, Dan has helped create a culture of continuous improvement that reaches throughout the organization. As a privately held company, Ariens is defined by long-term decision making, core company values and clear management expectations.

Power Equipment Business

AriensCo. is a leading manufacturer of outdoor power equipment for both consumer and commercial customers worldwide. AriensCo. products are designed, fabricated and assembled under world-class lean manufacturing standards at its four manufacturing facilities in the United

States and the United Kingdom. The company's equipment brands include some of the oldest and most respected brands in the category.

AriensCo. Specialty Brands (Direct Marketing)

AriensCo. manages three direct marketing brands that offer specialty equipment, supplies and gear aimed at niche outdoor segments:

Locations

Corporate Offices

Brillion, Wis.
Janesville, Wis.
Oxford, U.K.
Rygge, Norway

Manufacturing Plants

Auburn, Neb.
Brillion, Wis. (2)
Oxford, UK

Test Facilities

Sebring, Fla.
Houghton, Mich.

Distribution Centers

Allentown, Pa.
Auburn, Neb.
Dallas, Texas
Gainesville, Ga.
Greenville, S.C.
Jacksonville, Fla.
Janesville, Wis.
Kenosha, Wis. (Main)
Matteson, Ill.
Oxford, U.K.
Rygge, Norway
Visalia, Calif.

Company Awards

AriensCo.'s unique culture and performance has been recognized by many organizations that have singled out the company for recognition.

2005

Wisconsin Manufacturer of the Year
Wisconsin Manufacturers & Commerce

- 2006 Wisconsin 75 'Generation of Innovation' Award
Deloitte & Touche USA LLP, Milwaukee Wisconsin 75
- Business & Industry Award – Entrepreneur in Manufacturing
Marian College
- 2007 Eli Whitney Productivity Award (Dan Ariens)
Society of Manufacturing Engineers (SME)
- Entrepreneur of the Year – Midwest Regional Finalist (Dan Ariens)
Ernst & Young
- 2008 Bert Grover Child Advocacy Award (Dan Ariens)
Wisconsin Association of School Board Administrators (WASDA)
- Entrepreneur of the Year – Midwest Regional Finalist (Dan Ariens)
Ernst & Young
- 2010 Quality Management: Quality Leadership 100
Quality Magazine
- 2011 Excellence In Business Award
Green Bay Area Chamber of Commerce
- Most Influential People in the Green Industry (Dan Ariens)
Green Media, publisher of Arbor Age, Landscape and Irrigation, Outdoor Power Equipment and SportsTurf.
- 2012 Excellence in Manufacturing/Education Partnerships
Northeast Wisconsin Manufacturing Alliance
- AME Hall of Fame (Dan Ariens)
Association for Manufacturing Excellence (AME)
- 2015 2015 National STEM Education Partner of the Year Award
Wisconsin Technology and Engineering Education Association (WTEA)
International Technology & Engineering Education Association (ITEEA)
- 2016 Wisconsin Safety Hall of Fame (Dan Ariens)
Wisconsin Council of Safety (WCS)
- Education & Community Partnership Award
NEW Manufacturing Alliance