

# Compac has it sorted in the US

**C**ompac Sorting Equipment is accelerating its global expansion with the opening of a US office in California to service its growing presence in the fruit and vegetable sorting industry. Compac general manager, Bob Shaw says opening a dedicated US office was a logical move for the company, which made headlines there in 1999 with its innovative sorting equipment that helped Californian packhouses sort and save a large proportion of its frost damaged citrus crop. Since then, Compac's electronic sorting, grading and packing technology, which includes sophisticated blemish grading, has notched up sales across stone fruit,

citrus and vegetable markets as well as supplying almost half Washington State's apple packing industry. Compac will base four staff in Visalia (California) to service the company's significant market share on the west coast of the USA. "We are also basing a sales person in Florida, with a view to further increasing our presence on the East Coast," says Mr Shaw.

## Commitment to continued US growth

"This is a real commitment on Compac's part to continued growth in the US market, where we have moved from working with local contractors through to a fully dedicated Compac office."

He says Compac is fast becoming the supplier of choice in the US and is gaining a solid reputation with larger customers, with local sales and support crucial to maintaining growth. The US office forms part of Compac's global network, which has seen its first joint venture manufacturing base established with Sorma in Europe, a network development through South America and South Africa and an expanded sales and service office in Australia. The company, which employs around 130 people at its Auckland site, continues to expand production to meet international demand. **[COPY SUPPLIED]**