



Plasterer Equipment Company Plasterer Story

It started in 1912 with two brothers, Isaac and Jacob Plasterer. REO Trucks and Waterloo tractors were the primary product lines we sold. In 1918, John Deere purchased the Waterloo tractor works and shortly thereafter we became a full line John Deere dealer. Like many in our industry, Plasterer has a strong tie to the farming community. Our agricultural heritage taught us the value of hard work, family values, and customer satisfaction. In 1941, Jacob sold the business to his son, Elmer. The business flourished in its second generation. The motto was "Here comes Elmer" and the logo had clear



symbolism to the trademark John Deere plow and Pennsylvania Dutch culture. John Deere entered the construction industry in 1956 and with that a new division of the company was formed and lead by a young man named Leon Houser. The construction business grew methodically through the sixties and by 1970 a second location was built in Bethlehem, PA. In 1971, Leon Houser became sole shareholder and owner of Elmer E. Plasterer, Inc., and with

the help of his wife Pat, the company passed into it's third generation. Under Leon's leadership in the 70's, the company obtained John Deere sales awards and by 1977 a new location was built in Lebanon, PA., specializing exclusively in the sales and service of John Deere construction equipment. The company name was changed



to "Plasterer Equipment Co., Inc." and the logo was changed to more accurately reflect our primary business, construction equipment. Through out the 80's the company prospered and was awarded the Gold Level "Mark of Excellence" award from John Deere eight years in a row recognizing superior performance in customer satisfaction, sales, and management. In 1998, the leadership mantle was passed to Leon's son Tim when he was named

company president, thus transitioning the company into its fourth generation of family ownership. Leon's daughter Sue is also active in the business. The company logo was changed to a dozer on the horizon reflecting Plasterer's and John Deere's aligned vision of becoming a premier manufacturer and distributor of construction equipment globally. Over the next five years, two more locations were added. They were Sellersville and Lewisberry, PA and this allowed Plasterer's geographic trade area to more than double. With the unprecedented growth came many new employees but the family culture has remained unchanged. Our family values extend to our employees which is reflected in our commitment to training, employee benefits, an enjoyable place to work, technology and continuous improvement. Our employees extend that commitment to our customers, which is reflected in our sense of urgency, working hours, emergency service, parts stocking, next day availability, and flexibility in how we do business. To sum it up, we're on it and we get it. Our motto is "When you purchase a machine we deliver our company". Allow us the opportunity to earn your business, after all, "Nothing Runs like a Deere"



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