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Martin Engineering goes pink for breast cancer campaign

Martin Engineering has invited its customers to 'Go Pink' as part of the National Breast Cancer Awareness Month in the US.



Inspection doors allow safe viewing of critical systems during operations.

FOR THE MONTH OF OCTOBER, along with replacing the traditional Martin orange paint scheme on truck vibrators, the company will add the option of conveyor guarding, twist tensioners and inspection doors to Go Pink as well.

The company will also donate a portion of its sales revenue on the purchase of pink Cougar DC truck vibrators or Cougar THD hydraulic vibrators to support the Susan G. Komen Foundation.

Susie Orlandi, vibration business development manager, said the campaign has allowed Martin Engineering to donate almost \$50,000 to the Susan G. Komen organisation since 2017.

"Every contribution supports those in need today, while the researchers continue their work for a cure," she said.

"With over 900 employees worldwide,

we're a family-owned company that is all too familiar with the impact breast cancer has on individuals, families, friends, colleagues, and communities.

"It affects such a large number of people that just about all of us have been touched by it in some way."

That's why this program also garners huge support from the staff. In addition to its donations, Martin Engineering hosts a team in the Komen Peoria's More Than Pink Walk to raise awareness and encourage individual contributions to this worthy cause.

"Every step is one step closer to a cure," Orlandi said.

"Whether it's with the helpline, financial support or assisting patients in navigating their care journey, we trust the Komen Foundation to support patients and families. Funds go directly to support

breakthrough research and provide help for the women and men facing breast cancer."

Since its formation in 1982, the Susan G. Komen foundation has raised over \$3 billion in more than 60 countries. With a mission of supporting those with the fewest resources, it has helped to reduce breast cancer-related deaths by an estimated 40 per cent. The organisation has played a critical role in virtually every major advance to combat breast cancer – transforming how the world talks about and treats the disease and helping millions of breast cancer patients become cancer survivors.

According to the US National Breast Cancer Foundation, about one in every eight women will be diagnosed with breast cancer in her lifetime, along with thousands of men.

The organisation has contributed to several breakthroughs including the identification of genetic links, less-invasive surgical techniques, and advanced drug therapies, as well as advocating for more federal funding of additional research and early detection programs.

"Every year, our customers generously join us in this fight, placing orders to contribute to its success," Orlandi said.

"Programs like this allow the pink colour scheme to represent the cause year-round, generating awareness and getting people talking."

Along with the colour change, the equipment retains the same high-quality standards. Discharging heavy and often compacted material from dump trucks, hopper rail cars, and other vehicles can require a lot of vibration power in a punishing environment putting high demands on equipment. Operators choose Cougar DC truck vibrators and Cougar THD Hydraulic Vibrators to

replace original equipment manufacturer vibrators that tend to have a limited service life. Reliable and durable truck vibrators like the DC and THD reduce manual labour and downtime while ensuring the safe evacuation of cargo. Faster unloading increases the number of trips by operators, improves efficiency and reduces the cost of operation.

To further boost awareness, all the Cougar DC truck vibrators or Cougar THD hydraulic vibrators ordered in October will be painted pink unless orange is requested.

In addition, conveyor guarding, twist tensioners and inspection doors will also be included as items customers can choose to order in the pink colour scheme.

The conveyor guards protect workers from the hazards of a working conveyor. Twist tensioners ensure that conveyor cleaner blades stay in proper contact with the belt to adequately discharge and

clean adhered material from the surface. Inspection doors are attached to sealed chutes and enclosures that contain dust and spillage, allowing workers to safely view bulk handling operations.


These items are prominent exterior components that, when made pink, commemorate lost loved ones and remind people of the ongoing battle against breast cancer.

"Like us, the Komen family has roots



The Cougar truck vibrator is the go-to replacement unit because of its long equipment life.

in the Peoria, Illinois area," added Ed Peterson, Martin Engineering chairman.

"It's a tight-knit community that supports each other, so we've always felt a special connection to the cause. I'd like to think that the midwestern spirit of generosity and community contributed to the success of the cause." 



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