



News Release

FOR IMMEDIATE RELEASE

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Fairchild Equipment Celebrates 40 Years of Excellence in Material Handling Solutions

Green Bay, Wisconsin — Fairchild Equipment is proud to announce its 40th anniversary this year, marking four decades of leadership and innovation in material handling solutions across five states. From a small business with just eight employees, Fairchild Equipment has grown into an award-winning industry leader with over 325 team members, serving Wisconsin, Minnesota, North Dakota, Michigan's Upper Peninsula, and Northern Illinois.

Founded in 1985 by Gary Fairchild as Yale Green Bay, Fairchild Equipment has continually expanded its services and offerings to meet the complete, evolving material handling and storage needs of its customers. With its unwavering commitment to delivering innovative solutions, Fairchild Equipment has widened its offerings beyond forklifts while remaining family-owned and dedicated to operating by its core values.



Gary Fairchild and Chad Fairchild present donation of a Cushman Hauler 1200 commercial utility vehicle to the athletics department at St. Norbert College in De Pere, Wisconsin.

Reflecting on the company's growth and philosophy, founder and chairman Gary Fairchild shared, "Our achievements over the years are rooted in a steadfast commitment to customer satisfaction and the collective strength of our team. My experience as a professional football player taught me the importance of teamwork, resilience, and pursuing excellence—principles that have greatly influenced the culture at Fairchild Equipment. Several of our original eight employees are still part of our team or only recently retired, a reflection of the loyalty, dedication, and shared commitment that have defined our success. Our people are the difference."

Fairchild Equipment's history is marked by significant accomplishments, including its expansion from offering a single forklift brand in the Green Bay, Wisconsin area into offering over 50 trusted brands of materials handling and construction equipment sales, service, and rentals across five states. Important milestones over the years include the 2001 expansion into Minnesota, the addition of JCB construction equipment in 2009, and the renaming of the

company to Fairchild Equipment in 2013. Most recently, the company has announced the acquisition of the Yale forklift brand in 11 more counties in Southern Wisconsin and Northern Illinois. In the coming year, Fairchild Equipment will be adding loading dock and door sales, parts, and service to its offerings.

Chad Fairchild, CEO and son of Gary Fairchild, reflected on this significant milestone, stating, “Growing up in the business, I learned the importance of listening to customers—a principle my father instilled in our company from the start. Our customers play a critical role in the supply chain, and we're proud to deliver solutions that help our customers keep goods moving seamlessly across the nation. With the addition of loading dock and door offerings this year, we're excited to continue to expand our portfolio of products and services to help businesses in our community operate with even more efficiency today.”



Fairchild Equipment CEO, Chad Fairchild, is pictured here announcing the company's 40th anniversary.

Over the years, Fairchild Equipment has been recognized with over 50 accolades, including being an 11-time recipient of the MVP (Most Valuable Partner) Award from the Materials Handling Equipment Distributors Association (MHEDA), among others. This commitment to excellence extends beyond business success, with Fairchild emphasizing family values, safety, and giving back to the communities it serves.

About Fairchild Equipment (www.fairchildequipment.com)

Fairchild Equipment is a leading provider of materials handling solutions, offering comprehensive solutions that include sales, service, parts, rental, fleet management, training and engineered storage systems. Since 1985, its dedicated employees have been proudly serving customers in Wisconsin, Minnesota, North Dakota, Michigan's Upper Peninsula and Northern Illinois with positive, personalized and innovative solutions to meet their needs.

Read the article on Fairchild Equipment's website:

<https://www.fairchildequipment.com/news/fairchild-equipment-celebrates-40-years-of-excellence-in-material-handling-solutions/>



1985

2025



1 Location



8 Employees



1 Brand



10 Locations



325+ Employees



50+ Brands

FAMILY VALUES



SAFETY ALWAYS



CUSTOMERS FOR LIFE



EMPLOYER OF CHOICE



ACTIVE IN OUR COMMUNITIES



Recognized 9 Times as a Hyster Dealer of Distinction



11-Time Leader in Material Handling Performance



Honored 28 Times as a Yale Dealer of Excellence