

DOUGLAS DYNAMICS FEATURED ON FOX 6 NEWS DURING WAKE UP MILWAUKEE

The coverage included four live segments featuring different employees, topics and products

MILWAUKEE—Brian Kramp, a reporter from FOX 6 News Milwaukee, visited Douglas Dynamics to learn more about the world’s largest manufacturer of snow and ice equipment—which they accomplished during four, three-minute live segments.

In the first segment, Brian met with President and CEO Bob McCormick to talk about the mission of Douglas Dynamics, as well as show off a couple of their many products, the WESTERN® WIDE-OUT™, and SnowEx® HELIXX™ poly hopper spreader. McCormick also spoke about the company’s plans for expansion on Milwaukee’s northside.

In segment two, Kramp visited the manufacturing floor to talk with DDMS Site Leader Ken Morgan about what goes into building a snowplow from start to finish. Morgan also spoke about the advantages of purchasing a plow from Douglas Dynamics.



“We’re the only manufacturer that assembles and manufactures our own hydraulic units—which is a huge deal. The advantage to that is, it’s a complicated process, so to have that [process] internal, in-house to control the quality of it is awesome,” Morgan said. “The other piece of it is the lead time we’re delivering to our customers. When we control processes like that, we can assure that we can deliver a quality product to our customers when they need it, which is typically in-season when the snow is flying.”

For the rest of the segments, Kramp went back out into single-digit temps to learn about liquid brine applications with SnowEx Product Manager Bob Iverson and how to operate a plow with Manufacturing Supervisor Brian Thoreson.

If you were not able to catch these segments live, you can follow [this link](#) to watch all four interviews.

About Douglas Dynamics

Home to the most trusted brands in the industry, Douglas Dynamics is North America’s premier manufacturer and upfitter of work truck attachments and equipment. For more than 70 years, the Company has been innovating products that not only enable people to perform their jobs more efficiently and effectively, but also enable businesses to increase profitability. Through its proprietary Douglas Dynamics Management System (DDMS), the Company is committed to continuous improvement aimed at consistently producing the highest quality products, at industry-leading levels of service and delivery that ultimately drive shareholder value.

The Douglas Dynamics portfolio of products and services is separated into two segments: First, the Work Truck Attachments segment, which manufactures complex work truck attachments consisting of snow and ice control equipment sold under the FISHER®, SNOWEX® and WESTERN® brands. Second, the Work Truck Solutions segment, which primarily upfits Class 4-8 work vehicles with market leading attachments and storage solutions under the HENDERSON®, DEJANA® and related sub-brands, and also manufactures snow and ice control attachments under the HENDERSON® brand.