

**INDUSTRY IDENTITY RE-JOINS SEMCO TEAM**

Coinciding with the recent relocation of their Newcastle regional operations to Thornton, Semco Equipment Sales have boosted their Northern New South Wales sales team with the appointment of Graeme Patterson.

Graeme services the Newcastle, regional and coastal New South Wales markets. He previously worked with the Semco team prior to its acquisition of Case Equipment Sales.

A sea change took him to Hawks Nest in 2004, followed by some time overseas. He found he missed the industry and was persuaded to re-join the Semco team earlier this year.

Graeme is well known in the equipment industry through his long career that spans forklifts to agricultural equipment, earthmoving construction and agricultural industries.

In some areas he is better known as president of the Myall Lakes Ulysses Club, a motorcycle touring organisation. He and his family are also keen sailors and a regular sight in their Downeaster 38 yacht on the Myall Lakes.

Graeme said, "I'm pleased to be back with Semco. It is a customer-focused company that prides itself on its equipment brands and delivering a very high standard of service."

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*For further information:*

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Image attached : Graeme Patterson