

## Case Study

### A TOP FORTUNE 250 AGRIBUSINESS (PIONEER HYBRID)

#### BACKGROUND

Pioneer Hybrid, an agribusiness, had a traveling progress show. Due to the extensive summer heat, air conditioning for the tents was an absolute necessity.

#### PROBLEM

In order maintain a cool temperature in the tents, the cost for Pioneer Hybrid to rent the AC (Air Conditioning) equipment exceeded \$100,000 per event.



#### SOLUTION

VASEY designed a system that could be erected for each event and then disassembled and stored in a trailer when not in use. The system could then be transported to each event and assembled on site over and over again, negating the need for renting equipment. VASEY provided a \$150,000.00 one-time solution.

#### END RESULT

With VASEY's portable and storable system, the agribusiness' costs were *reduced from \$100,000 per event to \$35,000 per event – a significant payback that's been in effect since 2006*. VASEY has the unique capability to tackle and solve odd and challenging applications.

