



Naumann/Hobbs Brand Transition FAQ

Three Companies Become One Family

Since 1949, Naumann/Hobbs has been known as one of the largest and best providers of material handling equipment, parts, service, and supply chain solutions in the West. Over the past 20 years, we've welcomed Hawthorne Lift Systems in California and Inland/Hobbs in Las Vegas to our family. This December, we will officially transition to one brand.

We've already been operating as one company, so this transition will have little to no impact on you. If you're located in California or Nevada, you will see small changes like new signage and uniforms, but you can expect the same fast response times, extensive network of branches carrying the top brands, unmatched expertise, and reliable, friendly service from our Performance People.

See the FAQs below for more information on this brand transition. If you have any additional questions, feel free to contact your sales representative.

Frequently asked questions

1. What's changing, and what's staying the same?

↳ In short, not much will be changing.

If you're located in California or Nevada, you will see small changes like new signage and uniforms, but you'll still be working with the same team, have access to the top brands, call the same number, and get the same great service you've come to know and trust.

Overall you can expect business to continue as usual, as well as a few improvements such as:

- An expanded team and resources to increase efficiency and lower total cost of ownership
- Even better support and service from a company that has been around since 1949.

Here's what you need to know at a glance.

What	Same as Before	New or Improved
The same great support and service from a trusted partner that's been around for over 60 years	●	
Your sales representative and technician	●	
Products from your favorite brands	●	
Where and how you remit payments	● (Please ensure checks are made out to Naumann/Hobbs)	
Our phone number and address	●	
The brand name you see on our vans, uniforms, signage, and email addresses		● (For California and Nevada branches)
Our family- and service-oriented culture		●
Ease of doing business with us		●

2. Has the company been acquired or had a leadership change?

↳ No, we're still the same company you've trusted for years. There have been no acquisitions, new leaders, or other major operational changes.

3. Who should I call for help with new equipment, parts, service, and supply chain solutions?

↳ If you're a current customer, you'll work with the same sales representative and technicians, who can be reached at the same phone number.

If you haven't worked with Naumann/Hobbs before, call (866) 266-2244 to get in touch with the branch closest to you.

4. Will the brands you carry change?

↳ No. The brands we carry will not change as part of this initiative.

5. Do I need to do anything?

↳ This brand transition will require little to no action on your part.

If you're located in California or Nevada, we ask that you update our company name and email address in your address book so you receive the messages we send you. If you work in Accounting, please ensure checks are made out to Naumann/Hobbs. Our address and remittance information will remain the same. If you have any questions or need a new W9, you can also contact Jessica Lewis at jessica.lewis@nhmh.com or Heather Carlise at heather.carlise@nhmh.com.