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news release

Ariens Company Celebrates 80th Anniversary

*Recognizes Employee Families who have Worked for Ariens
for Three Generations ... or More*

Brillion, Wis. (September 13, 2013) – [Ariens Company](#) celebrated its 80th anniversary at its Brillion, Wis. headquarters with more than 1,200 guests who gathered for the event, including retirees, dealers, suppliers, elected officials and local community members. Wisconsin Governor Scott Walker addressed the crowd and presented a Certificate of Commendation. ([View the full event here.](#))

The power equipment company was started by Henry Ariens and his three sons, Leon, Steve and Francis in 1933 when they created a rotary tiller in the family garage. “The history of Ariens Company is intertwined with the transformation of the American landscape since 1933,” says Dan Ariens, Company President & CEO and fourth generation family member. “We’ll continue to invest in the future by building on the values from the past,”

Ariens recognized 16 families who have worked for Ariens Company for three or more generations. Two families have worked for the company for four generations. One family has worked for the company for five generations. “This milestone event is a celebration of the generations of employees who have worked to ensure Ariens Company has remained relevant in the marketplace decade after decade,” says Ariens who is the fourth generation family leader of the company.

Extending the theme of Generations to the audience, Ariens observed that more than 300 dealer families were part of the event. “This is truly an extended family business,” says Ariens. “All of the dealers who sell our power equipment in communities across the country are family businesses as well and many of them are in their third and fourth generation of ownership.”

A 7-foot bronze statue, titled *Generations*, was unveiled to commemorate the anniversary which will be installed at the company headquarters. The sculpture includes three figures each representing a different generation at a work table contemplating a mechanical solution.

“This sculpture represents how companies must evolve over many generations in order to survive and remain relevant,” says Ariens. “The middle generation ponders a mechanical question with the guidance of the wiser first generation looking over his shoulder. An inquisitive young boy representing the third generation observes and learns.

“Each generation brings something new to the table,” says Dan Ariens. “The sculpture is a reflection on the spirit of entrepreneurship, American ingenuity and manufacturing craftsmanship at its best.”

The sculpture was created by the Studio of Rotblatt-Amrany in Highwood, Ill. The studio has received commissions for some of the best known sports figures including the sculptures of Curly Lambeau and Vince Lombardi at Lambeau Field in Green Bay, Wis. The artists and studio owners were introduced at the event.

About Ariens Company

Established in 1933 in Brillion, Wis., Ariens Company is a leading manufacturer of outdoor power equipment for both consumer and professional use. The company’s premium international brands include Ariens Sno-Thro[®] and Ariens lawn and garden products for consumers; Countax[®] and Westwood[®] lawn tractors; and Gravely[®] and Parker[®] commercial equipment for the landscape management, facilities maintenance and sports field sectors. Ariens’ affiliates, Stens Corporation, J Thomas and Bynorm Group (Australia), supply replacement parts to the outdoor power equipment industry. Ariens Company employs more than 1,400 people, with operations in Wisconsin, Nebraska, Indiana, Michigan, the United Kingdom, Norway and Australia. Visit www.ariensco.com for more information.

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