

NORSCOT® GROUP, INC.

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Caterpillar® Honors Norscot with LERP Award

Milwaukee, WI – Annually, Caterpillar ranks its licensees by performance and gives the best licensee a LERP award. LERP stands for Licensee Excellence and Recognition Program.

Cat licensees are reviewed on sales growth, customer service,

advertising spend, territory coverage, e-commerce, product development and approvals, royalties, certificate of insurance and manufacturers agreements. These categories combine to give each licensee points for their performance, which will determine the award category that licensee falls into.

In the year 2006, Norscot U.S. and Europe achieved the highest award, platinum, in two categories; promotional and die-cast scale model programs.

We were recognized for this achievement at an awards ceremony organized by Caterpillar for the entire Norscot company.

In the year 2005, Norscot achieved Gold standard recognition in promotional products and Platinum recognition for scale model division.



From left – Kathy Corrao, Scott Stern and Paul Hurst accept the LERP award for Promotional Products.



From left – Vickie Gasiorowski and Scott Stern accept the LERP award for Scale Models.



From left – Emma Snowden, Lisa Hurst and Paul Hurst accept the LERP award for EAME.



LERP Awards for Promotional Products (top), Scale Models (middle) and EAME (bottom)