



For Immediate Release

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## MODUSTRI CONTINUES INNOVATION AND RAPID GROWTH WITH ADDITION OF LEADING INTELLECTUAL PROPERTY EXPERT

*Dave Baarman Joins Modustri to Lead IP Strategy and Advanced Technology*

Grand Rapids, Mich., **DATE**, 2015 – In its continued commitment to improve heavy duty equipment management, [Modustri](#) today announced the addition of Dave Baarman, a leading expert in intellectual property. Baarman will serve as IP Strategist, further strengthening the company’s reputation in advanced technology across heavy equipment and adjacent NDT markets.

With more than 900 patents published, Baarman will leverage his vast experience to protect Modustri and its groundbreaking digital solutions as the company continues to grow. Prior to joining Modustri, Baarman served as manager of the Advanced Technologies group at Fulton Innovation where he developed a wireless power patent portfolio while driving a global standard for wireless power.

“With our digital solutions, Modustri is powering unmatched efficiency and productivity in the heavy equipment industry,” said Brian Steketee, the company’s founder and CEO. “Dave’s vision into the role of new and emerging technology will help guide innovation and protect our intellectual property. As a result, Dave is an ideal addition to our rapidly expanding team.”

“Innovative companies such as Modustri must remain vigilant in guarding intellectual property,” Baarman stated. “I have been following the company’s progress since its inception and have been impressed by its visionary approach to updating a traditionally non-technical industry. As the leader and innovator in this market, it is critical for Modustri to protect its intellectual property.”

Modustri empowers heavy equipment inspectors, technicians, sales representatives and fleet managers through its growing product line of handheld digital solutions that deliver immediate results, enhanced reporting, product training, convenience and customization. Modustri’s digital product suite reduces inspection time by up to 50 percent, while maintaining accurate measurements, and historical records for precise analysis of equipment performance.

“Dave has built an unparalleled reputation with his ability to steward product development from concept, through design to issuance,” Steketee stated. “This level of expertise will be a tremendous asset to Modustri, providing protection to our intellectual property, as well as allowing our customers to maximize their efficiency and profits.”

For more information on Modustri’s growing line of product offerings, visit [www.Modustri.com](http://www.Modustri.com).

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