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BinMaster and Phenix Team Up in Northern California

Need to know where to source BinMaster products in NorCal? The answer is Phenix of Lodi, CA.

Phenix is a manufacturer's representative for material handling and control equipment in the Northern California and Western Nevada areas. The company will now represent BinMaster level control and inventory management solutions in Northern California. Phenix offers integrated industrial solutions such as pneumatic conveying, screw feeders, belt scales and weigh feeders, and many other types of industrial equipment used for bulk solids handling.



Nick Bruce, account manager for Phenix, states that, "Phenix is very happy to partner with BinMaster and bring their robust portfolio of high-quality level sensors and software to our product lines. There is great demand for inventory management in many industries we work with. The addition of BinMaster will allow us to more fully serve the needs of our customers." Phenix will offer BinMaster's complete line of level sensor products, as well as its advanced software and IoT devices.

"Northern California is a large industrial market with great potential for BinMaster," said Nate Loseke, Western States regional sales manager for BinMaster. "Phenix has an extensive customer base in Northern California and offers outstanding service. They have established relationships with many major companies in the food and beverage, mining, and grain industries that use BinMaster to solve their inventory management, solids flow, and processing challenges.

About BinMaster

BinMaster got its start in the early 1960s when a local seed company asked Garner Industries to fabricate a switch to alert when bins were full. Today, BinMaster is a privately held, independent US manufacturer of point and continuous level indicators and inventory management systems used for monitoring bulk solids or liquids in bins, tanks, silos and hoppers. More than just level sensors, the company offers complete solutions using wireless devices and web applications to send data to a control room, console, smartphone, tablet, or PC. Robust, custom systems can be developed for a single site or networked across a multi-national operation. BinMaster is certified to ISO 9001 quality management systems—requirements. For more information about BinMaster, visit www.binmaster.com.

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