

Crush Mode Aggregate Solutions launches in partnership with Nash Capital, NorMont Equipment, and Abernathey Holdings

December 21, 2023 — Crush Mode, a startup-aggregate solutions company, is excited to announce its launch with a strategic partnership and investment from Nash Capital along with NorMont Equipment, an Abernathey Holdings company. This partnership marks a significant first step in Crush Mode's vision to provide innovative, sustainable, and efficient solutions within the construction, aggregate and mining industries.

Nash Capital, a private investment firm formed by BNG Team and ConnectBooster founder Brady Nash, has driven strategic growth to businesses across multiple industries, including construction, real estate, and technology. Normont Equipment, recognized for its excellence in providing top-tier specialized trucks and equipment, has consistently been at the forefront of the industry since 1947. Abernathey Holdings, known for its impressive portfolio of commercial real estate investments, has a strong track record of supporting businesses in their growth endeavors.

These investment partners bring substantial resources and expertise to Crush Mode, accelerating its expansion plans and propelling its mission to reshape the industry. The partnership between Nash Capital, NorMont Equipment, Abernathey Holdings, and Crush Mode is expected to deliver several key benefits to the industry and its stakeholders:

1. **Enhanced Product Offerings:** By combining their expertise and resources, the partnership will enable NorMont Equipment to expand its geographic footprint, as well as its range of specialized trucks and equipment, offering cutting-edge solutions to its customers.
2. **Strategic Investment:** Nash Capital and Abernathey Holdings will provide financial support and strategic guidance to Crush Mode, enabling the company to scale its operations and enhance its market presence.
3. **Customer-Centric Focus:** The entities are committed to delivering exceptional customer experiences, ensuring that their clients receive top-quality products and services.
4. **Innovation and Technology:** The collaboration will foster innovation and technology integration in the aggregate solutions sector, aiming to improve safety, efficiency, and overall performance.

Leadership from all three companies expressed their excitement about the partnership and its potential impact. Luke Stewart, President of Normont Equipment, stated, "This partnership will allow us to push the boundaries of what is possible in the specialized truck industry. We are eager to work alongside Crush Mode to bring groundbreaking solutions to our customers, as well as expand our geographic footprint."

Nash Capital CEO and founder Brady Nash shared his enthusiasm for this collaboration, stating, "We see Crush Mode as a game-changer in the industry. Their vision aligns perfectly with ours for leading change, and thinking outside the box, with a significant focus on people and culture."

Andrew Abernathy, CEO of Abernathy Holdings, added, "Our involvement in this partnership aligns with our commitment to investing in forward-thinking companies that have the potential to transform industries. We see great promise in Crush Mode and look forward to contributing to their growth."

Micah Tysver, President and founder of Crush Mode, stated, "This partnership and investment is significant. I could not have gotten where I am, to have this opportunity to initiate this company and brand, without the support of Brady, Luke, and Andrew. With these guys on board, we're poised for success, and to offer even more advanced solutions, with a unique and modern perspective on business and industry growth. We will leverage strengths and synergies between Crush Mode and NorMont equipment to ensure the success of both brands."

Crush Mode is an aggregate solutions company and authorized IROCK distributor delivering quality equipment, parts, service, and industry expertise to customers in North Dakota, Minnesota, Wisconsin, Iowa, and beyond. For more information, contact Micah Tysver at mtysver@crush-mode.com or (218) 593-7808.