

# SIGMA Auction & A Major Coffee Production Facility: Industrial and Support Equipment Auction

## Key Metrics



**\$250,000**  
Sales Price



**217**  
Lots Sold



**30,000**  
Page Views



**115%**  
Increase in Projected  
Hammer Value

## The Challenge

The owner of a major coffee production facility needed to liquidate their unused assets quickly. The assets included forklifts, manlifts, sophisticated laboratory equipment, and shop equipment. The assets were otherwise unnecessary for the successful sale of the building and therefore needed to be turned into cash.

## The Solution

SIGMA Auction deployed to the auction site within two weeks to generate the catalog. The auction catalog was ordered in a way to promote high bids using past auction bidding data. SIGMA used their professional knowledge of the equipment to develop a custom marketing plan for the assets so that bidders were notified early and often.

## The Results

The auction was an extreme success and generated over \$250K for the equipment owner. The auction had over 30,000 unique page views and hundreds of active bidders - showcasing the successful marketing campaign. The owner of the facility was pleased with the outcome and still uses SIGMA Auction for their equipment needs.

## Featured Equipment



**Garden Denver**  
**Liqua-Blaster Pressure Washer**



**Wulftec WCRT-200 Rotary**  
**Arm Stretch Wrapper**



**Vectrax**  
**1660 Lathe**