



# SIGMA Auction & Weaver Popcorn Manufacturing:

## World's largest popcorn manufacturer auction generates \$1M in sales

### Key Metrics



**\$1 Million**  
Sales Price



**\$300,000**  
Pre-Auction Sales



**315**  
Pieces Sold



**125%**  
Increase in projected  
hammer price

### The Challenge

Weaver Popcorn Manufacturing, based out of Indiana, decided to expand their existing operations and needed to sell multiple production lines. They had two facilities and 432 pieces of equipment they needed to sell quickly while maximizing the value of the assets.

### The Solution

SIGMA Auction promptly reviewed and cataloged the equipment. SIGMA began marketing the auction and selected pieces for auction pre-sale. To achieve the best results, SIGMA performed a 12 week auction plan leading up to the online auction. SIGMA was equipped to manage the project from start to finish, utilizing their experience in the industrial equipment industry.

### The Results

SIGMA Auction pre-sold 23 pieces of machinery for a total of \$300,000 before the auction took place. SIGMA's marketing was successful, garnering hundreds of auction registrations, leading to over \$1M in auction revenue. The seller was extremely satisfied with the outcome and continues to use SIGMA for their asset management needs.

### Featured Equipment



**Pearson CE35 Glue  
Case Erector**



**Pearson CE25-G Hot Glue  
Case Erector**



**Langed B1-ML Horizontal  
Hand Load Glue Cartoner**