SIGMA AUCTION

niagara

SIGMA Auction & Niagara Bottling LLC :

Complete bag-in-box line generates $284K in revenue

Key Metrics

2.5 Week
Project Execution Timline

$284,275
Final Hammer Price

19
Pieces Sold

76%
Lots sold past the reserve price

184%
Increase in projected hammer price

The Challenge

In mid-November 2023, SIGMA Recovery's asset management client, Niagara Bottling LLC, urgently sought to sell a complete bag-in-box line, removing the equipment from their Texas facility at no cost to them before year-end. To facilitate the rapid sale within this timeframe, SIGMA Recovery engaged SIGMA Auction, a sister division of SIGMA Group. They had just two-and-a-half weeks to travel to Dallas, catalog the equipment, advertise, and conduct the auction.

The Solution

To ensure the equipment's sale by year-end, SIGMA Auction strategically set an on-site auction date for December 6. This format required buyers to cover removal, loading, and freight costs. Within that short period, the SIGMA Auction team cataloged the equipment in Dallas, built, and posted the auction. SIGMA Auction collaborated with the SIGMA Group marketing team to increase the exposure of Niagara’s auction, driving auction sign-ups.

The Results

SIGMA's auction for Niagara Bottling LLC exceeded expectations, marking a significant success. The auction garnered an impressive 184% return on investment, largely due to the increased sign-ups driven by SIGMA Group's marketing efforts and collaboration within our extensive network. Niagara Bottling LLC was thrilled with the remarkable return on investment achieved before the year's end, demonstrating the success of the partnership.

Featured Lots

Lot #1 - Westrock Case Erector
Sold for $62,000

Lot #9 - Yaskawa Robotic Palletizer
Sold for $61,000

424 E. Inglefield Road
Evansville, IN 47725

812-308-6400

info@sigma-auction.com
www.sigma-auction.com