





## Rutherford Equipment, Mopeka Products and Sonariot announce partnership agreement for the Southeastern Region.

Partnership further secures and enhances the delivery of sonar tank monitoring solutions across the USA through dedicated support and customer services

## PRESS RELEASE

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Sonariot, the leading provider of Mopeka Products Sonar Tank Monitoring Solutions, and Rutherford Equipment are proud to announce the signing of their partnership. This partnership will extend Rutherford Equipment's product offerings to their extensive customer network across the Southeastern United States including Florida, Georgia, North Carolina, South Carolina, Virginia, Tennessee, Alabama, and Mississippi. The offering gives Rutherford Equipment's dealers and distributors greater accuracy in truly understanding the current levels of Propane in their tanks.

Sonar tank monitoring solutions are the most accurate, convenient, and reliable way to measure Propane, Butane, Water, Anhydrous and other liquid commodities in both pressurized and non-pressurized tanks, above and below the ground. The existing, decades old, technology for tank monitoring has often relied on read ready gauges that have a statistical inaccuracy of greater than +/-5%. Sonar tank monitoring increases accuracy to 99% and higher, ensuring organizations can improve inventory and delivery management, while driving greater profitability and customer service. The solution is powerful and convenient, but simple and easy to implement. Drivers can install the sonar sensors in as little as 1-2 minutes.

"Accuracy and efficiency of the supply chain is crucial in the Propane Industry today. It's the differentiator. With Sonar Tank Monitoring Solutions, organizations can better service customers. With mobile, timely and accurate readings of customer tank levels in real-time, organizations don't need to manually check tank levels. They can further streamline operations and delivery schedules, whilst supplying an enhanced and superior customer service, differentiating them from their competitors," said Kevin Jaffe, CEO, Sonariot. "Rutherford Equipment recognized the opportunity for their customers of applying new technology to a problem people have simply not addressed in decades, or at all" added Jaffe. "We are tremendously proud to be in partnership with Rutherford Equipment, a company that is uniquely positioned to help revolutionize the tank monitoring industry via their extensive and growing customer base, sales, service and support teams."

"Sonar tank monitoring solutions are truly game-changing for our industry, and our customers are recognizing the advantages it brings to more accurately measure current tank volumes, to assist in predicting future demand and to streamline operations" commented Mike Rutherford, President, Rutherford Equipment Inc. "We are excited to be in a partnership with Sonariot and Mopeka Products because of the opportunities it brings. The Mopeka Products range of sonar tank monitoring solutions is market leading. They leverage mobile and cloud-based delivery and are a powerful extension to our existing solutions and services offerings. The industry is ripe for the disruption these solutions bring."

"We are honored to welcome Rutherford Equipment's extensive experience and client commitment to the expanding opportunity we see for our Sonar Tank Monitoring solutions." said Jason Peck, Co-Owner/VP, Mopeka Products. "They are an exceptional addition to the channel we are developing with our strategic sales and marketing team at Sonariot."

## **About Sonariot & Mopeka**

Mopeka is the global leader in sonar tank monitoring solutions. Sonariot is the Premier Channel, Sales and Marketing partner for all Mopeka patented products. Together, our portfolio of services and solutions can help all liquid-based firms including Propane, Butane, Water, Anhydrous and other liquid commodities better manage existing volumes and streamline supply chain management. We provide solutions for both pressurized and

non-pressurized tanks, ranging from residential 20lb grills and RV tanks, right through to industrial tanks greater than 90,000 gallons. We believe in "Accuracy Above Everything." Learn more at <a href="https://www.sonariot.com">www.sonariot.com</a> and <a href="https://www.mopeka.com">www.mopeka.com</a>

## **About Rutherford Equipment**

Since 1960, Rutherford Equipment has been supplying high quality gas equipment and consumer products to the propane and hearth/grill industries in the Southeast. We are a family-owned business, made up of highly motivated individuals who are dedicated to providing a complete selection of high-quality equipment and consumer products at competitive prices in a prompt and efficient manner. We have three full-service warehouses supplying next day delivery to most customers in the Southeastern U.S. Our main location is in Covington, GA, a suburb of Atlanta. Our branch locations are in Apopka, FL, a suburb of Orlando, and in Goldsboro, NC.