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**Custom Equipment LLC Rebrands to AXCS Equipment**

**RICHFIELD, Wis.** (Jan. 30, 2025) — Custom Equipment LLC, the manufacturer of Hy-Brid Lifts, announces a rebranding to [AXCS Equipment](https://www.axcs.com/). The company, which has been in business since 1981, focuses on providing innovative solutions and outstanding service to support customers’ aerial work needs. Though the name is changing, the company remains committed to those values under the new AXCS name. Its product line dramatically increased when it merged with ASKO Holding, a Turkish-based entity with holdings in construction, agriculture, energy and technology, in early 2024. This new merger offered resources to expand the product line beyond scissor lifts to include telehandlers, articulated booms and vertical masts.

“With our expanded product offering, we are now able to provide everything our customers need for aerial work,” said AXCS CEO Eric Liner. “AXCS really seemed like the natural brand name to encompass not only what we do but how we serve the market. In addition to a full range of products, customers have access to a team of experts that will help them get the right product for the right job and support in both application and service. We take great pride in this customer-centric approach.”

AXCS’ dynamic range of aerial lift equipment and telehandlers is built to combine maximum operator safety with durability and efficiency. With an emphasis on offering top-of-the-line support to rental customers, AXCS provides robust solutions for construction, drywall, electrical, HVAC, painting, facility maintenance and more. The company believes in building relationships through integrity and responsiveness with a true understanding of customer needs. As part of this rebranding transition, AXCS bolstered its staff with support-centric roles to ensure the best possible service. When a customer calls, an AXCS team member will be there to pick up the phone and assist with whatever is needed, whether it be parts, technical assistance or any other inquiries.

“In today’s world where automated voice message systems and AI chats are commonplace, we’re confident our customers will find getting in contact with a real, knowledgeable person refreshing and valuable,” Liner said. “We’re focused on giving customers an experience that is second to none in the lift industry.”

AXCS will introduce new products at The ARA Show in Las Vegas with a continuing stream of additional product introductions over the following months. In addition to offering new products, AXCS is also working on new ways to continuously enhance its existing equipment and provide even more value to customers.

To learn more about AXCS and its line of aerial lift equipment, visit [www.axcs.com](http://www.axcs.com).

**About AXCS**

Established in 1981 as Custom Equipment LLC and rebranded to AXCS Equipment in 2025, AXCS is a premier provider of access equipment including articulated booms, scissor lifts, telehandlers and vertical masts with a focus on the rental industry. Contractors and maintenance technicians can use the equipment from start to finish for a variety of applications including construction, drywall, electrical, HVAC, painting, facility maintenance and more. AXCS prides itself on establishing itself as a true partner that provides top-of-the-line support to its customers. For more information: AXCS Equipment, 2647 Highway 175, WI. 53076; 262-644-1300; sales@axcs.com; [www.axcs.com](http://www.axcs.com); [Facebook](https://www.facebook.com/axcsequipment/); [Instagram](https://www.instagram.com/axcsequipment/); [X](https://x.com/AXCS_Equipment); [LinkedIn](https://www.linkedin.com/company/axcsequipment/); [YouTube](https://www.youtube.com/%40AXCSEquipment)

**About ASKO Holding**

Originating from the historic Konukoğlu family, Turkish-based ASKO Holding strives to make useful equipment, add value to products and complete on a global scale. ASKO Holding operates with companies involved in construction machinery, agricultural equipment, energy and technology. These companies are people-centric, environmentally focused and centered on creating added value to each product. For more information: ASKO Holding, OSB Mahallesi 83426 Cad no: 1 Şehitkamil, Gaziantep; +90 (342) 211 59 00; info@asko.com.tr

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**IMAGE:** AXCS\_Equipment\_All\_Product\_Categories.png

**CUTLINE:** Custom Equipment has significantly expanded their product offering under AXCS Equipment encompassing a full range of scissor lifts, vertical masts, articulated booms and telehandlers.

**Suggested Tags:** AXCS, Aerial Lift Equipment, Rebrand, Telehandler, Articulated Boom, Vertical Mast, Scissor Lift

**Suggested Social Post:** Custom Equipment LLC, which encompasses Hy-Brid Lifts, announces it is rebranding to AXCS Equipment. Under its new name, AXCS will bolster customer support, enhance existing equipment and introduce new, robust lines of scissor lifts, vertical masts, articulated booms and telehandlers.