

# T.H.E. Company's History

1980  
Tom goes into business as a partner with his father and brother at the family owned IH Dealership in Mt. Pleasant, IA.

1985  
Case buys IH, and T.H.E. Company begins buying and selling IH overstock parts from surplus companies

1987  
Opens salvage yard offering used equipment

**THE COMPANY**  
Tom Hassenfritz Equipment  
"Where Quality, Service & Price Come Together!"

1991  
Tom takes the plunge and goes into business for himself as owner of T.H.E. Company



1997  
First full color catalog comes out

2010  
Jess Hassenfritz joins the company, bringing fabrication and custom manufactured goods to T.H.E. Company



2014  
Expands fabrication capabilities with addition of CNC Plasma table



1980

1985

1987

1991

1997

2010

2014

1981

1986

1988

1993

1998

2012

2018

Begin using the name T.H.E. Company

T.H.E. Co gives up IH contract and buys Kacena Implement in Mediapolis, IA. Acquires John Deere Franchise.

Puts out first parts catalog at 48 pages

Purchased old Steele Lumber building for present location

THE-CD.com becomes live on the internet

Creates industry leading UHMW cutting edge

THE-CD.com begins featuring Advanced Parts Search by make, model and category



What's next? T.H.E. Company and it's employees are ready to meet the challenges of the future by embracing technology with innovative ag solutions, while contiuning to honor the past with a legacy of service and quality.