



News Release

VIPAR Heavy Duty Awards Strategic Partner Designation to Donaldson Company

HOFFMAN ESTATES, ILL. (Oct. 25, 2024) – VIPAR Heavy Duty is pleased to announce that Donaldson Company has received designation as a VIPAR Heavy Duty Strategic Partner. Headquartered in Minneapolis, Donaldson is a leading global provider of filtration systems and replacement parts.

“The VIPAR Heavy Duty Strategic Partner distinction rewards supplier partners who are closely aligned with our objectives and goals to best serve our distributor network and, ultimately, their end-user customers,” said Larry Griffin, vice president of program management for the VIPAR Heavy Duty Family of Companies. “Suppliers with the VSP designation support critical network strategies at the highest level to achieve mutual success.”

To earn the VSP designation, suppliers must meet criteria such as supporting fleets through VIPAR Heavy Duty’s National Accounts Program, contributing and integrating comprehensive content with the company’s PARTSPHERE Product Information Management system; and serving both VIPAR Heavy Duty and Power Heavy Duty distributors with product programs.

“Donaldson is thrilled to be recognized as a VIPAR Strategic Partner with VIPAR Heavy Duty! This prestigious status places us among a select group of suppliers that share an unwavering commitment to industry-leading customer support, which sets us apart in the market,” said Michael Jarrard, Director of Strategic Sales for Donaldson Mobile Solutions Aftermarket.

Donaldson’s story began in 1915, when a young Frank Donaldson Sr.—then a Bull Tractor Company salesman—visited a customer whose tractor kept breaking down in his dusty field. Donaldson hand-fashioned a simple air cleaner to protect the engine and invented the world’s first effective air cleaner for a tractor engine. Today, the company generates \$3.59B in revenue, holds over 2,800 active U.S. and international patents, and operates more than 40 locations worldwide. Donaldson is known in the heavy duty aftermarket industry for serving the industrial and engine markets including off-road and on-road vehicles and equipment.

VSP suppliers receive benefits such as special IMPACT Conference recognitions and priorities, additional branding throughout distributor touchpoints, and increased networking opportunities with the VIPAR Heavy Duty Family of Companies' team and distributors.

Donaldson Company joins the VSP group alongside East Penn (batteries), Grote (lighting), Prestone (coolants), Tectran (air, hydraulic and electrical components), and Tramec Sloan (cab, trailer and cargo control products).

"We work closely with our VIPAR supplier network – one that provides the highest quality, most complete product lineup to the independent aftermarket – on strategy, growth and bringing even greater True Group Value to our network," Griffin said. "We look forward to additional suppliers achieving the VSP designation in the future."

For more information on VIPAR Heavy Duty, visit www.vipar.com or email: info@vipar.com. Connect on social media via [LinkedIn](#) and [Facebook](#).

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Image Attached:

VIPAR Heavy Duty Download Image: <https://bit.ly/3a5URyD>

VIPAR Heavy Duty Strategic Partner Download Image: <https://bit.ly/4hiqbOm>

About VIPAR Heavy Duty

VIPAR Heavy Duty is the leading network of independent aftermarket truck parts distributors operating more than 760 locations throughout the U.S., Canada, Mexico, Colombia and Puerto Rico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network, LLC and Power Heavy Duty LLC, as part of the VIPAR Heavy Duty Family of Companies. VIPAR Heavy Duty is a proud member of NEXUS North America and NEXUS Automotive International, a worldwide group of parts distributors committed to bringing a global approach to the automotive and commercial vehicle aftermarket industries. For more information, visit www.vipar.com.

For further product information, contact:

Jeff Paul

Vice President of Marketing
VIPAR Heavy Duty
815-893-5965
jpaul@vipar.com

For further PR information, contact:

Lisa Gill
Vice President
MBE Group
810-459-4446
lgill@mbc.group