



FOR IMMEDIATE RELEASE

Iron Crest Investment in Bakers Waste Equipment Supported by Caldwell County Board of Commissioners Grant

LENOIR, N.C. — February 26, 2026 — Iron Crest announced today that its recent acquisition of FleetGenius of NC will strengthen local operations in Lenoir under the restored name, Bakers Waste Equipment, supported by a performance-based grant approved by the Caldwell County Board of Commissioners.

The County approved a job retention incentive grant, subject to specified requirements. The agreement supports the retention of more than 150 full-time positions at the Lenoir facility.

“This grant is more than an investment in jobs — it’s an investment in our people,” said Commission Chairman Randy Church. “Retaining over 150 full-time positions means families can continue to thrive right here in our community. We’re proud to support Bakers Waste Equipment and the other businesses that keep our local economy strong.”

Effective February 1, the business resumed operating as Bakers Waste Equipment, restoring a name with more than 40 years of history in the waste and recycling industry. Operations will continue at the company’s existing Lenoir facility with the same workforce and leadership team.

“Our approach is simple: partner with proven businesses, respect their legacy, and invest for the long term,” said Bob Fields, President of Iron Crest. “We are committed to supporting the team in Lenoir and building on the strong foundation already in place.”

Local leadership emphasized that the transition ensures stability for employees and customers alike.

“This is a positive transition for our team,” said Jason Staubs, General Manager. “Our day-to-day operations remain unchanged, and our commitment to delivering exceptional quality is as strong as ever. Returning to the Bakers Waste Equipment name honors decades of trusted performance while positioning us with renewed strength and confidence moving forward.”

“Our customers care about reliability, service, and relationships,” added Pat Lundergan, Mid-Atlantic Sales Manager. “They’ll continue to receive the same high-quality products and level of service they’ve come to expect.”

Bakers Waste Equipment joins Wisconsin-based sister companies Poynette Ironworks and Ironworks Truck & Equipment as part of the Iron Crest family of companies serving the waste hauling, municipal, and industrial equipment markets.

About Bakers Waste Equipment

Bakers Waste Equipment is a Lenoir, North Carolina–based manufacturer of commercial waste and recycling containers and compactors, including front-load and roll-off containers, serving municipal and private waste operators nationwide.

About Iron Crest

Iron Crest is a privately owned family of operating companies focused on environmental and waste equipment manufacturing. Co-founded by Jeff Horein and Bob Fields, the firm partners with established businesses, emphasizing long-term ownership, operational excellence, and preservation of company legacy.

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