



R.S. Technical Services Is Now Subsite.

In July 2017, Subsite® Electronics acquired the assets of R.S. Technical Services, Inc. (RST). Today, the RST brand officially becomes known as Subsite.

What changes:

- RST name becomes Subsite
- Colors, look/feel change to match Subsite brand
- Single new website in development

What does NOT change:

- Inspection systems product line still available from RST dealers
- Other Subsite products still available from Ditch Witch® dealers

All we ask you to do is to update the links on your website from rstechserv.com to subsite.com and replace the RST logos on your site with the Subsite logo. The logos, brand standards, promotional items link and collateral will also be available in this Dealer Portal.

What *will* also change is that future product offerings, service, and support will all benefit from the move. Subsite is part of the Charles Machine Works family of companies that includes Ditch Witch®, HammerHead®, American Augers®, Trencor®, DW/TXS®, Radius® HDD and MTI® Equipment. These industry-leading brands deliver the most advanced equipment and solutions for underground infrastructure construction and rehabilitation in the world today, and offer resources that will enhance future advancements in our inspection systems.

Below are a few FAQs on the transition. Thank you for being an RST dealer. We value your partnership and look forward to continued success under the Subsite brand!

FAQs

Q: Why change the RST brand to Subsite?

A: Consolidating the two brands into one will simplify market communications and strengthen the Subsite brand. While many existing RST customers won't expand into other Subsite product lines, existing Subsite customers represent a large potential for expanding into the current RST line of products and will be more likely to explore those options under the Subsite brand.

Q: What products are included in the change?

A: ALL RST products are included. This line of products will be branded as Subsite inspection systems.

Q: Will the inspection systems product line be available through Ditch Witch® dealers?

A: This product line will continue to be sold through the existing RST dealer network and direct channels. Subsite offerings at Ditch Witch dealers will remain the same.

Q: Will RST dealers get access to other Subsite products?

A: RST dealers will carry the inspection systems product line. All other Subsite products will be available through the Ditch Witch dealer network.

Q: When will this change go into effect?

A: The change will be announced publicly at the Underground Construction Technology (UCT) 2018 tradeshow, January 30, 2018.

