BARRETO EDGE

THE INNOVATION ISSUE



The Power of Perspective

Innovation is at the heart of Barreto, driving us to think differently, build better, and lead the industry forward. But innovation means something different to everyone. We asked a few of our employees to sum it up in one sentence. Here's what they had to say!

"Never settle for good enough." -Sam Devin, Welding Lead, La Grande

"Innovation to me means taking something that is already proven or works and making it even better. I like to say just because it works doesn't mean it is right."
-Calvin Stout, Design Engineer, La Grande

"Innovation to me is finding new and better ways to improve and make a positive impact with new ideas." -John Bailey, Warehouse Lead, South Carolina

"Creating products of value that can better the lives of others."
-Gavin Falconer, Design Engineer, Horseshoe Bend

"Innovation means finding smarter ways to source materials, build strong supplier relationships, reduce cost, and make purchasing decisions that improve efficiency and add long-term value to the company."
-Katelynn Palomera, Inventory & Purchasing, Horseshoe Bend

Pushing the Limits. Expanding the Lineup



Meet the new 33hp and 40hp RTK models! Built to push the limits of innovation, tackle tough jobs, and deliver even more ways to get the job done, these new additions bring more power and versatility to the Barreto lineup.

But wait! We didn't just stop at horsepower. We've added an additional fuel tank for extended operating capability, expanded boom and chain options to give you more flexibility for different applications, and designed a wider footprint for an enhanced machine profile. Every upgrade reflects our commitment to continually improving our equipment and finding new ways to meet the demands of the jobsite. Both machines are currently in limited production with the projection of full production by early spring.

At Barreto, we believe there's always a better way. With more power, more options, and more possibilities, the new 33hp and 40hp RTK models are ready to take on what's next, because at Barreto, innovation never stands still.

A Salute to Our Veterans

Serving Those Who Served: Barreto's Commitment to Our Veterans







At Barreto, giving back means more than supporting our communities, it means recognizing the people who have made a lasting impact on our country and our lives. We are proud to honor and support veterans in our community and beyond, finding meaningful ways to give back to those who have given so much.

Recently, our own Tim Phelps and Dean Hatley traveled to Florida to participate in a collaborative project alongside The Home Depot Foundation helping build furniture for veterans. They were part of a team that contributed to the final touches for a brand new, multiple unit housing complex for homeless veterens in the area. Through initiatives like this, we can make a tangible difference in the lives of those who have served, helping create comfortable, welcoming spaces and supporting the communities that care for them. It was a meaningful opportunity to step outside our everyday roles and contribute to something that truly matters.

Our commitment to veterans also begins right here at Barreto. We are proud to honor the active-duty service members and veterans on our own team by providing Veterans Day as a paid day off. It's a small but meaningful way to recognize their service, sacrifice, and dedication, both to our country and to our company.

Beyond our workplace, Barreto has also supported Cross the Divide, a program based in Wallowa County that serves veterans and their families through outdoor recreational opportunities. The program creates opportunities for connection, healing, and renewed strength. We believe in the importance of supporting programs that help veterans and their families find community, build meaningful relationships, and enjoy the healing power of the outdoors.

These efforts reflect something we believe deeply: honoring veterans should extend beyond a single day or gesture. Whether through hands-on service, supporting local programs, or recognizing the veterans within our own company, we are proud to stand behind those who have served.

To all veterans, thank you for your service, your sacrifice, and the lasting impact you continue to make in our communities.

At Barreto, innovation has always been at the heart of who we are. From the beginnig, we've continued to challenge the status quo, find better ways to get the job done, and develop equipment that meets the demands of our customers. That commitment doesn't stop with our products, it extends to how we manufacture them. Our recent investment in a new CNC machine is another important step in our ongoing journey of growth and innovation. By bringing advanced technology into our manufacturing process, we're investing in greater precision, improved efficiency, and expanded production capabilities. This new addition allows us to continue refining our processes, strengthen our manufacturing foundation, and support the high standards of quality and reliability that our customers have come to expect from Barreto.

As our company continues to grow, we recognize the importance of investing in the people, equipment, and technology that will help us move forward. Every improvement we make today helps build a stronger foundation for tomorrow, allowing us to better serve our customers and adapt to the evolving needs of our industry. At Barreto, innovation is more than developing new equipment, it's a mindset that drives everything we do. With continued investments like this, we're proud to keep pushing forward, improving how we work, and building a future that reflects the same ingenuity and dedication that started it all.

INVESTING IN INNOVATION

