

Fire Service, Inc. Expands in Wisconsin, Selects Lake Mills as Location

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FOR IMMEDIATE RELEASE

Jefferson, Wis., September 8, 2020 – A 30,000 sq foot building on Industrial Drive in Lake Mills has been completely updated and is now home to Fire Service, Inc.'s first Wisconsin location.

Founded in 1991, Fire Service, Inc. is headquartered in St John, Indiana and has locations in Indianapolis and Naperville, Illinois. The Lake Mills location opened in July 2020.

The company, which has 104 employees in total, has already hired six employees for the Lake Mills location, and anticipates a few more hires in the near future. The project's initial investment is in excess of \$1 million.

Fire Service, Inc. sells E-ONE and KME brand fire apparatus and provides service for all make and models of fire trucks and ambulances. They also sell used emergency vehicle, firefighting equipment and tools and firefighting apparel and gear. The Lake Mills location is a critical location, housing a service and parts center, as well as a sales and training center for the company.

"We work hard to attract companies to Jefferson and Dodge counties by promoting our region as an ideal place for businesses," said Vicki Pratt, President of Thrive Economic Development. "Fire Service, Inc. is a niche high-growth business, exactly what we envision for business growth in Jefferson and Dodge counties. We congratulate the entire team on the opening of their first Wisconsin location."

Pratt began working with Fire Service, Inc. principals last year, facilitating a site search process. After many months and a few disappointments, Fire Service was able to secure the building on Industrial Drive in Lake Mills that is now their Wisconsin location.

"Vicki was a great resource in our efforts to find a location for our business to open quickly in the state of Wisconsin," noted Shawn Junker, President of Fire Service, Inc. "We started looking at properties in Wisconsin about a year ago. Our building needs were difficult to match, and we needed to open a support location for current and future customers as quickly as possible."

The building's extensive renovations and updates include the addition of a fire sprinkler system, new HVAC units, the reworking of all the electrical systems and a new concrete parking lot.

"The work was all done by local businesses from Lake Mills and the surrounding areas," noted Junker. "The building needed to be safe and secure before we started taking care of customers' mission-critical vehicles."

"Fire Service, Inc. is a great addition to our thriving business community in Lake Mills," noted Steve Wilke, Lake Mills City Manager. "We're thrilled that they've chosen to expand here and wish them continued success."



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About Fire Service, Inc.

Fire Service, Inc. was founded in 1991 with one truck, one mechanic and a mission to grow into a complete sales, service, parts and gear provider. It has locations in Indiana, Illinois and Wisconsin and has more than 100 employees.

<https://fireserviceinc.com/>

About Thrive Economic Development

Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of the Jefferson and Dodge County region by providing professional economic development services for the purpose of retaining, expanding and attracting capital investments and driver industry jobs to our communities. It was formed in mid-2016 and engages the private sector in economic development activities.

