

Subsite® Electronics Focuses On Underground Awareness™

Perry, Okla., [Subsite®-Electronics](#), a Charles Machine Works Company, provides underground construction professionals the most comprehensive suite of electronic products in the industry, including utility locators, HDD guidance systems and machine controls. Company president Mark Whiteman states that each and every product is designed to provide one thing: Underground Awareness. According to Whiteman, Underground Awareness is more than generating data, it is providing a total understanding of the underground jobsite environment so that projects can be completed safely, effectively and in the least amount of time.

FOR IMMEDIATE RELEASE

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“Underground Awareness is more than generating data, it is providing a total understanding of the underground jobsite environment so that projects can be completed safely, effectively and in the least amount of time. Whether it’s the precise location of a buried utility, the depth and orientation of the drill head, or the critical operating parameters of the HDD equipment, we provide our customers the products needed to get the job done, and done right.”

Subsite Electronics was formed in 1988 to design and manufacture HDD guidance systems for Ditch Witch® drills. The business quickly flourished, expanding its product portfolio to include a full line of utility locating systems by 1991 and equipment machine controls by 1998.

In the decades that followed, Subsite opened a 30,000 square foot manufacturing and R&D facility and further expanded its equipment line to include machine controls, ground penetrating radar and other advanced electronic products.

Today, Subsite Electronics is one of eight independent companies within Charles Machine Works. Its distinctive bright green products are available through a global network of Ditch Witch dealers.

“Subsite Electronics is a brand that people recognize because we’ve been in the industry a long time,” Whiteman said. “We’ve established ourselves as an innovator and a company who is very focused on after-sale support for our customers.”

Whiteman expects the company’s reputation will continue to grow.

“In the very near future, we’ll be introducing several product advancements that will solidify our position as an innovative leader in the industry,” he said. “But more importantly, they’ll be the first of many technological improvements that will provide our customers an even greater sense of Underground Awareness on every jobsite. That will lead to safer, more productive work environments industry-wide.”

For more information on Subsite[®] Electronics, visit www.subsite.com or any of our social media channels – [Facebook](#), [Flickr](#), [Twitter](#), [Google+](#), [LinkedIn](#) and [YouTube](#). You can contact us at info@subsite.com or 800-846-2713.

About Subsite[®] Electronics

Subsite[®] Electronics, a Charles Machine Works Company, is committed to providing underground construction professionals the most comprehensive suite of electronic products in the industry, including utility locators, Horizontal Directional Drilling (HDD) guidance equipment and equipment machine controls. By utilizing innovative technologies, extensive market feedback and outstanding customer support, Subsite Electronics has established itself as the premier source of electronic technology to support the installation or maintenance of underground pipe and cable.

About Charles Machine Works

Established in 1902, Charles Machine Works, an employee-owned company, founded in Perry, Oklahoma, is the only manufacturer and global distributor that solely exists to make underground utility construction profitable. Our family of companies includes Ditch Witch[®], Subsite[®] Electronics, DW/TXS[®], HammerHead[®], Radius[®] HDD, American Augers[®], Trenchor[®] and MTI[®] Equipment. For more information, visit charlesmachine.works. American Augers, Ditch Witch, DW/TXS, HammerHead, MTI, Radius, Subsite and Trenchor are trademarks of The Charles Machine Works Inc.