



SureWerx Awarded Canada's Best Managed Companies Third Consecutive Year in a Row

Leading supplier of professional tool, equipment and safety apparel earns distinction for its digital transformation journey and strategic planning

VANCOUVER, BRITISH COLUMBIA – (March 8th 2018 @ 7:30 AM ET) – SureWerx, a leading supplier of professional tool, equipment and safety apparel, personal protective products and fall arrest products for workers across North America, is a third time consecutive winner of the Canada's Best Managed Companies program. Digital transformation and collaborative strategic planning processes have led to milestone achievements that continue to build on SureWerx's vision to be the global leader in worker safety and productivity.

Evaluated by an independent panel of judges from Deloitte, CIBC, *Canadian Business*, Smith School of Business and MacKay CEO Forums, the Best Managed program recognizes Canadian-owned and managed companies that demonstrate innovative, world-class business practices, and put emphasis on culture and people, sustained performance and strong financial results.

As part of its digital transformation journey, SureWerx is engaging customers through technological means. Through strategic planning and proprietary research, SureWerx has been developing and implementing technology and social media to interact with independent distributors in new and powerful ways. SureWerx is creating meaningful connections with customers by utilizing feedback to provide innovative tools and solutions that suit their needs. Product expansion and the integration of several acquisitions in the United States and Canada is also a key accomplishment in SureWerx's efforts to better service the North American market.

Chris Baby, Chief Executive Officer stated, "In an industry with traditional go-to-market philosophies and conventional customer service practices, we are providing a differentiated customer experience for our distributors and workers. As a result of looking at how we can interact meaningfully with our stakeholders, we've begun and will continue to develop and implement more innovative tools to engage with our customers."

"Being amongst the best in class requires more than financial performance," said Peter Brown, Partner, Deloitte and Co-Leader, Canada's Best Managed Companies program. "Achieving sustained growth and strong overall business performance is the result of the combined efforts and commitment of the entire organization."

SureWerx's dedication to fostering collaborative results and diversity of perspectives has enhanced development of staff outside the executive group and allowed for the creation of more robust and actionable strategic plans. Anna-Maria Parente, Vice President, Human Resources, Global, at SureWerx stated, "Due to our systematic efforts to foster an inclusive



environment, we've created better engagement and understanding of the strategic plan throughout the organization. This has had a major impact on our positive business growth.”

2018 winners of the Canada's Best Managed Companies award will be honoured at the annual Canada's Best Managed Companies gala in Toronto on April 11, 2018.

The Best Managed program is sponsored by Deloitte, CIBC, Canadian Business, Smith School of Business, TMX Group and MacKay CEO Forums.

About SureWerx

Headquartered in Vancouver, Canada, SureWerx™ is a leading supplier of professional tool, equipment and safety products for workers. SureWerx markets its products in Canada under the JET®, Strongarm®, ITC®, STARTECH®, Pioneer®, Ranpro®, PeakWorks®, and Sellstrom® brands, and in the United States under the American Forge & Foundry®, Pioneer, Ranpro, PeakWorks, and Sellstrom brands. SureWerx offers an unparalleled access to its brands through its partner distributor network servicing the industrial, construction, safety, and automotive aftermarket in North America. SureWerx is owned by Penfund, one of Canada's oldest independent private equity firms. For more information, please visit us at www.surewerx.com or www.surewerx.ca.

About Canada's Best Managed Companies

Canada's Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$15 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Canada's Best Managed Companies new winner (one of the new winners selected each year); 2) Canada's Best Managed Companies winner (award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual operational and financial review); 3) Gold Standard winner (after three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for 4-6 consecutive years); 4) Platinum Club member (winners that have maintained their Best Managed status for seven years or more). Program sponsors are Deloitte, CIBC, Canadian Business, Smith School of Business, TMX Group and MacKay CEO Forums. For further information, visit www.bestmanagedcompanies.ca.

###

For further information, please contact:

Media:



Irene Lo
Magnolia Communications
(604) 306-1015
irene@magnoliamc.com

