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## SureWerx Expands in the US and Centralizes Operations

*SureWerx USA enters the American industrial, construction and automotive aftermarket industries as a one-stop-shop supplier*

**Elgin, Illinois (September 6<sup>th</sup>, 2017)** – SureWerx, a leading supplier of professional tool, equipment and safety products for workers, is pleased to announce its expansion in the US marketplace as SureWerx USA Inc. By integrating and merging subsidiaries American Forge & Foundry Inc. and Sellstrom Manufacturing Co. based in Elgin, Illinois, SureWerx USA Inc. (the new name of the merged company) will be conducting all US operations for the SureWerx brands from one central location. SureWerx brands include: American Forge & Foundry, Sellstrom, PeakWorks, Pioneer, KneePro and Ranpro.

Founded in 1957, SureWerx has a proven track record of success as a one-source supplier, known to Canadian wholesale and independent distributors for delivering high-quality tools, equipment and safety products and services. Bringing this legacy of positive and scalable growth through a new, streamlined operation in the US comes as a natural progression for the company. SureWerx USA's newly consolidated base of operations will allow the company to not only deliver comprehensive product lines, but also provide distribution partners with more efficient inventory management solutions.

Chris Baby, Chief Executive Officer of SureWerx, states, "This represents a big milestone for our company. The team has worked hard to build a solid and successful foundation in Canada to be the best-in-class supplier of professional tools and safety equipment to workers. This same commitment extends into the United States. By working closely with our distribution partners, we will provide not only the best products and solutions, but also offer our distributors a complete and seamless experience in sourcing products from one central location."

### **About SureWerx USA Inc.**

SureWerx USA Inc. is a leading supplier of professional tool, equipment and safety products for workers. SureWerx markets its products in the United States under the American Forge & Foundry®, Pioneer®, KneePro®, Ranpro®, PeakWorks®, and Sellstrom® brands. SureWerx USA offers an unparalleled access to its brands through its partner distributor network servicing the industrial, construction, safety, and automotive aftermarket in North America. SureWerx USA Inc. is the American arm of SureWerx. SureWerx is owned by Penfund, one of Canada's oldest independent private equity firms. For more information, please visit us at [www.surewerx.com](http://www.surewerx.com).

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For further information, please contact:

Media:  
Irene Lo  
Magnolia Communications  
(604) 306-1015  
[irene@magnoliamc.com](mailto:irene@magnoliamc.com)

Distributors & End Users:  
John Iliff  
SureWerx USA Inc.  
VP Sales & Marketing  
(847) 717-8402  
[jiliff@surewerx.com](mailto:jiliff@surewerx.com)