



August 25, 2017

Dear Valued *American Forge & Foundry* and *Sellstrom* Customer/Partner/Service Provider:

**SureWerx**, a leading global supplier of professional tools, equipment and safety products, is pleased to announce its unification in the US marketplace under the **SureWerx** banner.

On September 1<sup>st</sup>, 2017, we will be integrating and merging subsidiaries American Forge & Foundry Inc. and Sellstrom Manufacturing Co. under one roof based in Elgin, Illinois as **SureWerx USA Inc.** (the new name of the merged company).

We will be conducting all US operations for the **SureWerx** brands from one central location. Creating a new corporate identity does not affect the brands that you and your customers have come to know and love. American Forge & Foundry®, Pioneer®, Ranpro®, PeakWorks®, KneePro and Sellstrom® will continue to be the brands that our distributors represent and that the users of our products have come to trust. Our newly consolidated base of operations will allow the company to not only deliver more comprehensive product lines collectively, but also provide distribution partners more efficient inventory management solutions.

Both AFF and Sellstrom teams have been working behind the scenes to align our operations to ensure we can provide our distribution partners with a seamless customer service experience. Our goal is to make it easier for you to grow the profitability of your business by partnering with us on all the brands we carry in the US marketplace. We will continue to focus on supplying the professional end users in US with premium quality and innovative products through partner distribution. We are aiming to be the global leader in worker safety and productivity by delivering exceptional and tools, safety products and services.

### A Few Exciting Changes for September 1<sup>st</sup>, 2017

#### **New Integrated Sales Team:**

We are pleased to announce that John Iliff will assume the role of Vice President of Sales & Marketing for **SureWerx** in the USA. John has extensive international sales and marketing experience, specializing in the industrial markets and automotive aftermarkets.

We have increased the number of sales personnel and product specialists to provide you additional value added service and support. Our sales force will be contacting you to share the exciting new programs we have developed to enhance and grow your business. We are now one unified sales force, representing the entire portfolio of brands owned by **SureWerx** in the US.



### **New and Improved SureWerx Service Hours:**

Effective September 1<sup>st</sup>, 2017, our Elgin distribution warehouse, as well as our Inside Sales / Customer Service support team, will expand our hours of operations from **7:00am to 5:00pm CST** (Monday to Friday). Our office hours will remain 8:00am to 4:30pm CST (Monday to Friday).

### **New SureWerx Sales & General Contact Information:**

Effective September 1<sup>st</sup>, 2017, and as part of the US integration of **SureWerx**, we have simplified our contact information. Please update your contact information for all **SureWerx** inquiries:

Address (Warehouse & Head Office): 300 Corporate Drive, Elgin, IL 60123  
Phone (Within USA): 1-800-323-7402  
Phone (Outside USA): 1-847-358-2000  
SureWerx US Faxed Orders: 1-847-717-8419  
SureWerx US emailed Orders: orders.usa@surewerx.com  
New SureWerx US website landing page: www.surewerx.com

### **Processing of SureWerx Invoices & Payments:**

Effective September 1<sup>st</sup>, 2017, please use the following for Accounts Payable and Accounts Receivable for all SureWerx USA Inc. related business:

Vendors/Suppliers/Service Providers may use the following address:

SureWerx USA Inc.  
Attn: Accounts Payable  
300 Corporate Drive  
Elgin, IL 60123

Payments can be made as follows:

#### ***By Electronic Payment (our preferred method):***

BMO Harris Bank  
111 W. Monroe Street  
Chicago, IL 60603 USA  
Telephone: 1-312-461-2121  
Fax: 1-312-461-7394  
Acct. Name: SureWerx USA Inc.  
Acct. No.: 405-9606  
ABA No.: 071 000 288  
Swift Code: HATRUS44

#### ***By U.S. Mail:***

SureWerx USA Inc.  
PO Box 71137  
Chicago, IL 60694-1137



## Contracts:

Effective September 1<sup>st</sup>, 2017, all contracts of the predecessor companies American Forge & Foundry Inc. and Sellstrom Manufacturing Co. remain in full force and effect, and do not need to be amended. New contracts and renewals will be done in the name of **SureWerx USA Inc.**

**SureWerx** is committed to providing you an unparalleled offering of products and service. We look forward to announcing more products and services that we know will complement your business in the days ahead.

Please feel free to contact any of us should you have any questions about this exciting change.

Sincerely,

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