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## Channellock, Inc. Celebrates American Manufacturing

**MEADVILLE, Pa.** (September 6, 2017) – Driving on Park Avenue toward downtown Meadville, you'll likely notice something new on Main Street, specifically in the Channellock, Inc. parking lot. A 150-foot flagpole with a 30'x 60' American flag now dominates the 1300 block, home to one of the city's largest employers. The installation and ceremonial raising of the flag was part of a company-wide celebration that took place on Friday, September 1<sup>st</sup>.

Channellock, Inc. hosted the event to honor their associates and the work they've accomplished, specifically over the past several months in dealing with increased demand. After extensive consumer research, the 131-year-old company has gained a better understanding of market opportunities and has adopted a more targeted approach in marketing, branding and product development. One facet that has stood out above others in the research is the importance consumers place on "Made in USA" products. Approximately 84 percent of people surveyed believe that hand tools made in the USA are of the highest and best quality, but only 13 percent of hand tools available are actually made in the USA. More than 90 percent of CHANNELLOCK® hand tools are produced in Meadville, PA and the company is taking action to increase that number and to ensure consumers are aware of this.

In July, Jon DeArment, President and COO of Channellock, Inc., was invited to the White House to participate in a round-table discussion with President Trump, the Secretary of Labor and other American companies about expanding the presence of certified made-in-America products and increasing transparency surrounding country of origin.

"There's confusion among consumers around 'Made in USA' claims. Some of our competitors claim 'Made in USA' with imported components, but that's not what 'Made in USA' truly means," states DeArment. Channellock vows to always be transparent with consumers and is fighting for stricter guidelines on what's considered American-manufactured quality.



DeArment delivered a speech at the Friday event on the special place CHANNELLOCK® tools hold in America's heart as American-made products, all made possible by the hard work and dedication of their employees.

“I want you to know that we are committed to you and committed to making products in Meadville, PA,” said DeArment. “This flagpole is a symbol of our continued dedication to our American workforce.”

Local food trucks supporting the event included Cluk Truck, The Que Abides, Mule Train Smokers, VooDoo Brewery FooDoo Truck and Northern Scoop Craft Ice Cream. The event concluded with the raising of the flag to the playing of the National Anthem, with tears and applause all around.

### **About Channellock, Inc.**

Channellock, Inc., is a worldwide leader in the manufacture of high-quality pliers and assorted hand tools, including the iconic, American-made CHANNELLOCK® tongue-and-groove plier, which can be found in hardware stores, retailers, toolboxes and workshops around the world. Founded by George B. DeArment in 1886, the Meadville, Pennsylvania-based company is now in its fifth generation of family ownership and operation. For more information on CHANNELLOCK® products, the company's rich history, sales contacts and current news, visit [www.channellock.com](http://www.channellock.com). To stay connected with Channellock, Inc., like CHANNELLOCK® on [Facebook](#) or follow CHANNELLOCK® on [Twitter](#) and [Instagram](#).