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CHANNELLOCK® FEATURES LOCAL TRADESMAN IN 'IT'S PERSONAL' CAMPAIGN

Rocky Hyatt of Little Rock, Ark. is featured in the second episode of the series

LITTLE ROCK, ARK. – Channellock, Inc., launched the *It's Personal* video campaign on Mar. 13, 2019. This campaign is inspired by the people behind CHANNELLOCK® tools and tells the story of four tradesmen across the nation.

Rocky Hyatt, owner of Delta Controls LLC in Little Rock, Ark., is a dedicated HVAC Specialist. Hyatt has been in the HVAC industry for 21 years. As an apprentice, Hyatt watched his mentor use CHANNELLOCK® tools and developed a great appreciation for American-made products and American values.

"I feel great when I purchase CHANNELLOCK® knowing that I'm helping to keep a fellow American employed," said Hyatt. "One of the greatest gifts anyone can give me is a CHANNELLOCK® tool. No matter what kind of tool it is, if it has that CHANNELLOCK BLUE® handle, I want it."

The first installment of the series highlighted Ryan Gomiela, co-owner of GPS Plumbing in Melbourne, Fla. Hyatt is the second to be featured and will be followed by others in automotive and electrical trades. To watch the *It's Personal* video series, visit www.channellock.com or go to [YouTube](https://www.youtube.com).

It's Personal follows on the heels the CHANNELLOCK® 2018 video series, *The Place, The Plant, The People*, which featured the town of Meadville, Pa., home of the iconic CHANNELLOCK® brand since 1886. Through this series, we explored the Channellock, Inc., plant where CHANNELLOCK® tools are made and met four associates who shared an appreciation for their trade.

"After focusing on our company and associates in the first series, we wanted to spotlight the hardworking men and women who rely on our tools every day on the job," said Ryan DeArment, vice president of sales and marketing at Channellock, Inc. "That sparked the idea to travel the U.S., meeting a variety of tradesmen to hear their stories and celebrate the work they're doing with their favorite CHANNELLOCK® tools."

Channellock, Inc., is making an increased effort to support tradesmen and women in America and this campaign is a demonstration of that commitment. The series will end with a trip to the Meadville, Pa. plant with the CHANNELLOCK® family to celebrate the four tradesmen featured in the *It's Personal* campaign.

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 quality retailers 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. To stay connected with Channellock, Inc., like us on [Facebook](#) or follow CHANNELLOCK® on [Twitter](#) and [Instagram](#).