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

*Automotive technician, Ben Vaneperen, is featured in episode three of the series*

**LINCOLN, NE (APR. 12, 2019)** – Channellock, Inc., has released the third installment of the *It's Personal* video campaign. The campaign is inspired by the hardworking tradesmen who rely on CHANNELLOCK® tools and explores their lives through the strong relationship they have with the CHANNELLOCK® brand.

The third episode features Ben Vaneperen, founder, owner, fabricator and painter of No Coast Custom and Rod Shop Inc., in Lincoln. Vaneperen's shop started from a single stall garage and now operates out of a 6,000 square foot facility.

"When I was 20 years old, I started my business from the ground up," said Vaneperen. "I've always worked on cars since I can remember. Yes, it's my job, but it's my hobby. It's my passion."

Vaneperen built his first custom drag car as a teenager. Since then, he has diversified his craft as a car builder, metal fabricator and painter.

To watch Vaneperen in the third episode of *It's Personal*, visit <https://www.facebook.com/channellock/> or the CHANNELLOCK® website at [www.channellock.com](http://www.channellock.com).

*It's Personal* follows on the heels of the CHANNELLOCK® 2018 video series, *The Place, The Plant, The People*, which featured the town of Meadville, Pa., home of the iconic CHANNELLOCK® brand. Through this series, we explored the Channellock, Inc., plant where CHANNELLOCK® tools are made and met four associates who shared 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. facility where CHANNELLOCK® will host the four tradesmen for a celebratory dinner.

**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 & Groove pliers, 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](http://www.channellock.com). To stay connected with Channellock, Inc., like us on [Facebook](#) or follow CHANNELLOCK® on [Twitter](#) and [Instagram](#).