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**CHANNELLOCK® LAUNCHES 'IT'S PERSONAL' CAMPAIGN FEATURING LOCAL TRADESMAN**

*The video series begins with the story of Ryan Gomiela of GPS Plumbing*

**MELBOURNE, FLA. (MAR. 19, 2019)** – Channellock, Inc., has launched the first installment of a video series celebrating tradesmen across America. Episode one of the CHANNELLOCK® *It's Personal* series features Ryan Gomiela, co-owner of GPS Plumbing in Melbourne, Fla.

"It's important to me that younger generations know that working as a tradesperson has value. It makes you feel good about what you're doing," said Gomiela. "You don't have to be a doctor or lawyer or engineer to make a good living or be a valuable member of society. Physically building something and getting dirty has pride attached to it."

Gomiela has owned GPS Plumbing with his father for over nine years. He credits his father for teaching him about hard work and dedication to the job.

The CHANNELLOCK® 2018 video series, *The Place, The Plant, The People*, featured the town of Meadville, Pa., home of the iconic CHANNELLOCK® brand. In this series, we learn about the Channellock, Inc., plant where CHANNELLOCK® tools are made and met four associates who spoke about their deep pride for their trades.

"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."

"While I might work with my hands, same as any other hardworking American," said Gomiela, "I go home to my son at night, I look forward to my hobbies on the weekend and I do my best every day to service my customers by installing the best products with the best craftsmanship while using quality tools I am confident in."

This first installment is now available on [YouTube](https://www.youtube.com) and the CHANNELLOCK® website at [www.channellock.com](http://www.channellock.com).

“The world would stop without hardworking and highly skilled workers in America,” said Ged King CEO of SFW, the marketing agency who created the *It’s Personal* campaign and the documentary series, *The Place, The Plant, The People*. “From turning on your lights, brushing your teeth and driving to work, tradesmen play a major role in making all of these things possible. This series is dedicated to them.”

The series will end with a dinner celebrating all four featured tradesmen, hosted by Channellock at the company’s facility in Meadville, Pa. Stay tuned for more tradesmen stories at [www.channellock.com](http://www.channellock.com).

**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. All CHANNELLOCK® pliers and 94% of all CHANNELLOCK® products are made in the USA. 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](#).