

MEDIA CONTACT

Alexandria Jenkins

(630) 815-9195

alexandriaj@sfwresults.com



BUILT STRONG. WORKS HARD. WON'T QUIT.™

CHANNELLOCK® LAUNCHES 'IT'S PERSONAL' CAMPAIGN HIGHLIGHTING AMERICAN TRADESMEN

The video series follows tradesmen across the country in celebration of skilled labor

MEADVILLE, PA. (APRIL 2019) – Channellock, Inc., has released a new video campaign titled *It's Personal*, featuring four American tradesmen. This series tells each man's story as a skilled technician in plumbing, HVAC, automotive and electrical trades and explores their relationship with the CHANNELLOCK® brand.

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 explored 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."

In *It's Personal*, each tradesman is celebrated in a chapter of the four-part series:

- Episode One: Ryan Gomiela, Owner and Master Plumber, GPS Plumbing in Melbourne, Fla.
- Episode Two: Rocky Hyatt, Owner and HVAC Specialist, Delta HVAC Controls LLC in Little Rock, Ark.
- Episode Three: Ben Vanepereen, Owner, Fabricator and Painter, No Coast Custom and Rod Shop Inc. in Lincoln, Neb.
- Episode Four: Colten Parks, Electrical Apprentice in Wichita Falls, Texas.

"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, featured in episode one. "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."

Watch each episode on www.facebook.com/channellock/ and the CHANNELLOCK® website at 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 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-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](#).