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LOCAL TEXAS ELECTRICIAN FEATURED IN CHANNELLOCK® VIDEO CAMPAIGN

Colten Parks, electrical apprentice of Wichita Falls, appears in tool company's video series

WICHITA FALLS, TEXAS – Channellock, Inc., has released the fourth installment of the *It's Personal* video campaign. The campaign is inspired by the hard working tradesmen who rely on CHANNELLOCK® tools and explores their lives through the strong relationships they have with the CHANNELLOCK® brand.

"I come from a family of tradesmen, starting with my grandfather—so I've always wanted to work with my hands," said Colten Parks, an electrical apprentice in Wichita Falls, Texas. "There's nothing wrong with going to college for a four-year degree, but there's always going to be a need for an electrician."

It's Personal is one of many ways in which Channellock, Inc., is demonstrating a commitment to the skilled labor workforce in America. To watch the full series or episode four of *It's Personal*, featuring Colten Parks, visit [YouTube](#) or the CHANNELLOCK® website at www.channellock.com.

The documentary-style videos follow 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® pliers 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 prompted us to travel the U.S. to meet a variety of tradesmen, hear their stories and celebrate the work they're doing with their favorite CHANNELLOCK® tools."

The *It's Personal* series will end with a trip to the Meadville, Pa. facility where CHANNELLOCK® will host the four tradesmen and their families for dinner.

About Channellock, Inc.

Channellock, Inc., is a worldwide leader in the manufacture of high-quality pliers and assorted hand tools, including 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. To stay connected with Channellock, Inc., like us on [Facebook](#) or follow CHANNELLOCK® on [Twitter](#) and [Instagram](#).