

Plasticase/Nanuk Announces U.S. Expansion and Four Key Hires

MONTREAL, APRIL 8, 2019 - President and CEO of Plasticase Inc., José Chagnon, today announced the formation of Plasticase USA, Inc. and four strategic Sales and Marketing hires to support their growth plans. Plasticase is the manufacturer of Nanuk Professional Protective Cases.

“I’m very excited about the new members of the team and the important roles they will play in supporting our expansion. Each of them brings unique and exceptionally valuable experience to an already talented and accomplished team here at Plasticase and Nanuk,” said Mr. Chagnon. “Our goals are to transform Nanuk into a world-class brand and to support our customer base with talented and knowledgeable employees. Problem solving and responsiveness are key directives for us, and our team and our service to our customers are stronger today with these new individuals onboard.”

Dennis Piretra joins Nanuk as Vice President of Marketing and Commercial Strategy for Plasticase USA, Inc. Reporting to Mr. Chagnon, Dennis will be responsible for increasing brand awareness and growth within Nanuk’s distribution network and to end-users. He will work with the Product Development and Sales teams to deliver product and service solutions that help protect and organize valuable gear and equipment. Dennis most recently worked as a consultant for multiple brands in the consumer product space, and for Victorinox Swiss Army, Inc. as Senior Vice President of Marketing.

Mark Rolfes joins Nanuk as Vice President of U.S. Sales, Commercial Division. Mark will report to the Vice President of Global Sales, Frank Vitiello. He will be responsible for growing market share within targeted Commercial verticals for the company. Mark was most recently Director of Global Sales at Mechanix Wear, Inc. and was directly responsible for rapidly building their sales organization and growing their distribution network and revenue.

Kevin Emmons joins Nanuk as Director of U.S. Sales, Consumer Division and will focus on growing the Nanuk brand’s presence with retail and ecommerce partners. Kevin will also report to Frank Vitiello. Kevin has held senior sales leadership positions with top brands in the consumer products space and protective case industry for almost 20 years.

Andy Johnson joins Nanuk as Regional Sales Manager - Commercial Division and will work closely with Mr. Rolfes to grow distribution in the Eastern U.S. Andy is a well-respected industry professional with more than 17 years experience in the protective case business.

“We’re very happy to be supporting Plasticase’s growth and the creation of the new U.S. entity,” said Sam Ramadori, Managing Partner at Walter Capital, the majority shareholder of Plasticase. “We are committed to the talented, passionate and motivated employees at Plasticase who believe in the potential of the Nanuk brand.”

These hires and the establishment of Plasticase USA, Inc. come on the heels of the appointment of José Chagnon as President and CEO in August and the recent acquisition of the company’s European distributor in The Netherlands. Additionally, the company will launch eight (8) new Nanuk brand protective cases in 2019.

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About Plasticase and Nanuk

Plasticase’s mission is to design, engineer and manufacture high quality injection molded cases that protect valuable equipment. The company’s line of NANUK waterproof cases are trusted by professionals worldwide to organize, protect and carry instrumentation and equipment in unforgiving environments. For more information go to: www.Nanuk.com.

About Walter Capital Partners

Plasticase’s majority shareholder, Walter Capital Partners (Walter Capital) is a private equity firm, part of Walter Financial and the Walter Group of Companies (Walter Group). Walter Capital invests capital and know-how in established small and medium-sized businesses to help accelerate their growth. Drawing on the entrepreneurial values of the Walter Group and the business leadership experience of its Managing Partners, Walter Capital offers solutions that are above and beyond purely financial transactions. Headquartered in Montreal, Walter Capital has a solid international network.

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