



FOR IMMEDIATE RELEASE

## **SureWerx™ Acquires MEGAComfort® International Inc.**

*Adds Premium Insole Portfolio to Growing Global Portfolio of Safety Brands*

**Elgin, Illinois – August 2<sup>nd</sup>, 2022:** SureWerx, a leading global manufacturer of safety, tool & equipment products, announced today that it has acquired MEGAComfort International Inc. Terms were not disclosed.

Over the last 20 years, MEGAComfort has established itself as an international leader in providing ergonomic anti-fatigue insoles in the Occupational Health and Safety Market. Their patented dual layer 100% memory foam insoles were designed by Doctor of Podiatric Medicine, Kevan Orvitz. MEGAComfort was founded with one single mission; to provide employees in the workplace with clinically proven, field-tested insoles that increase comfort alongside employee engagement, health, wellness and safety. Throughout the last two decades, MEGAComfort has become the go-to ergonomic solution across multiple industries including warehouse/logistics, automotive manufacturing, food processing, and construction, to name a few.

SureWerx shares a similar vision to MEGAComfort and has established themselves as a leader in providing multiple innovative health and safety products that increase productivity and engagement. Offering MEGAComfort insoles will allow SureWerx to protect professionals from the ground up. SureWerx CEO, Chris Baby, shared that “adding MEGAComfort to our ever growing, world-class portfolio of SureWerx brands moves us another step toward our goal of becoming the global leader in Safety and Productivity”.

The recent acquisition of Footwear Specialty International (FSI), will now be complemented by another power brand helping to build out a complete safety footwear offering. “MEGAComfort offers an unparalleled range of superior, innovative insoles for employees, and further strengthens our fast-growing safety footwear platform which includes these premium brands: Pioneer/Ranpro, Avenger Work Boots, Nautilus Safety Footwear, Due North & K1 traction aids. We see tremendous opportunities to leverage MEGAComfort across our broad spectrum of distributors and end users alike. Intelligently designed, super comfortable safety footwear products not only protect you from injury, but also drastically improve your quality of life” stated FSI President, Aaron Atkinson.

“For over two decades, MEGAComfort has been dedicated to creating the world’s best insoles for hard-working employees. We are incredibly proud of our ergonomic dual-layer 100% memory insoles which are clinically proven to improve worker wellness and safety” said Founder, Dr. Kevan Orvitz. “Joining SureWerx, will accelerate our growth in existing channels, while simultaneously expanding our reach into the extensive SureWerx distributor network”. C.E.O, Barbara Orvitz shared that “the growth and success of MEGAComfort would not have been possible without our dedicated team and supportive Distributors and End Clients throughout the years”. The MEGAComfort team has always been inspired by the workers we support, and we look forward to the MEGAComfort brand growing even further under the SureWerx Umbrella.

### **About SureWerx**

Co-headquartered in Vancouver, British Columbia, and Elgin, Illinois, SureWerx is a leading global supplier of professional safety products, tools, and equipment. SureWerx markets its products:

**In Canada** under the JET, Strongarm, ITC, STARTECH, Pioneer, Ranpro, PeakWorks, Sellstrom, Jackson Safety, Due North, K1, and MEGAComfort brands.

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JET Equipment & Tools Ltd. 49 Schooner Street Coquitlam British Columbia Canada V3K 0B3	<b>tel/tél</b> <b>toll free/sans frais</b> <b>fax/télé</b>	1 604 523 7627 1 800 472 7685 1 604 526 7692	<b>surewerx.com</b>
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**In the United States** under the American Forge & Foundry, Pioneer, PeakWorks, Sellstrom, Jackson Safety, ADA Solutions, Due North, K1, Avenger Work Boots, Nautilus Safety Footwear and MEGACOMFORT brands.

**In Europe** under the Jackson Safety, Sellstrom, Balder, Due North, and K1 brands.

SureWerx offers unparalleled access to its brands through its partner distributor network servicing the industrial, construction, safety, utilities, automotive aftermarket, healthcare, and food production markets globally. More information can be found at [www.surewerx.com](http://www.surewerx.com) or [www.footwearspecialties.com](http://www.footwearspecialties.com).

#### **About MEGACOMFORT International**

Headquartered in Concord, Ontario, Canada with its US office in Tustin, California, MEGACOMFORT Inc is an innovative work-life wellness solutions company, providing ergonomic anti-fatigue insoles & orthotics for workers across all industries. For more information please visit: [www.megacomfort.com](http://www.megacomfort.com)

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