

Dear Valued JET Group Customer:

## Acquisition Announcement

**VANCOUVER, British Columbia (November 3, 2015)** – The JET Group is pleased to announce the acquisition of Sellstrom Manufacturing Co., a leading U.S. brand of PPE (Personal Protective Equipment) based in Schaumburg, Illinois.

**About JET Group:** The JET Group, based in Vancouver, Canada consists of several leading brands servicing the professional tool, equipment and safety markets including: **JET**<sup>®</sup>, **Strongarm**<sup>®</sup>, **ITC**<sup>®</sup>, **STARTECH**<sup>®</sup>, **Pioneer**<sup>®</sup>, **Ranpro**<sup>®</sup> and **PeakWorks**<sup>®</sup> in Canada, and **American Forge & Foundry**<sup>®</sup> in the U.S. Our professional “One-Source” Canadian product portfolio includes: hand tools, tool storage, shop equipment, lube/fluid transfer, air tools, material handling, hydraulic lifting equipment, lighting, abrasives and cutting tools, Hi-Viz safety apparel, FR safety apparel, rain wear, work wear, work boots and fall protection products.

The acquisition of Sellstrom is perfectly aligned with our corporate strategy to complement our existing safety program by introducing a professional PPE safety portfolio into the Canadian market and to expand our reach into the U.S. safety market.

**About Sellstrom:** Sellstrom is a well-respected, 92 year old brand of PPE products in the U.S. and globally. Sellstrom offers an impressive portfolio of premium quality PPE products including: head, eye, face, arc-flash, hearing, welding safety products and helmets, the RTC™ brand of fall protection equipment as well as their industry leading Monitor™ Germicidal Cabinets and Gravit-Eye™ portable eye wash stations. We are pleased to announce that the Sellstrom management team will be joining the JET Group and remain completely focused on the product, service and sales development of the Sellstrom brand globally.

**The Benefits:** Sellstrom offers the JET Group the product lines, expertise and technical knowledge required to become a leading brand of PPE safety products in Canada. While many Sellstrom products are currently CSA/CUL approved, Sellstrom had yet to invest in a Canadian sales force or a Canadian based warehouse facility, limiting their market penetration to date. As part of the JET Group, with six Canadian warehouses, 4,500+ distributors and a company managed sales force, we expect to significantly increase market share as this product portfolio is made available to our Canadian distribution base as part of our “One Source” strategy. Very shortly, Sellstrom will be yet another complimentary brand available to you under the JET Group banner in Canada. We will continue to explore acquisition opportunities that further enhance our “Professional Products, One Source, Made Easy” commitment to the Canadian market.



This acquisition will not affect your business with the JET Group immediately. We will require a short period of time to ensure that any Sellstrom products sold into the Canadian market meet not only the Canadian safety standards, but also Canadian packaging standards. We will keep you posted as to the timing of the availability of Sellstrom products in our Canadian network of warehouses. Please note: if you are currently sourcing safety products from Sellstrom, please continue to place your orders with them directly until further notice.

We thank you in advance for your ongoing support and look forward to continuing to earn your tool, equipment and safety business in the future. If you have any questions, please do not hesitate to contact your Sellstrom representative, JET Group representative or any of the management team as required.

[www.sellstrom.com](http://www.sellstrom.com)

**FOR FURTHER INFORMATION PLEASE CONTACT:**

JET Group  
Bill Jeffery, VP Corporate Development  
(604) 523-7634  
[bjeffery@jetgroupbrands.com](mailto:bjeffery@jetgroupbrands.com)

