



**STEEL KING™**

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STEEL KING INDUSTRIES, INC.

**For Immediate Release**

## **Steel King Names Rona Rossier-Abel as Vice President-Finance**

*Accomplished leader with experience managing all aspects of Accounting & Finance joining Steel King's leadership team*

**Stevens Point, WI** — Dec 15 2022 — Steel King Industries, a leading manufacturer of storage rack and material handling products has announced that Rona Rossier-Abel has been named Vice President-Finance of the company. In this role she will oversee all financial strategy and actions for the company. Prior to joining Steel King, Rossier-Abel was Controller and Purchasing Manager with Domtar and has held several positions of increasing responsibility in finance over the last 20+ years.

“With more than two decades of experience in finance and operations, Rona brings a breadth of expertise in accounting and strategic planning to the CFO role,” said Brian Pfannes, Steel King’s incoming president. “Adding her to our senior management team is an important step in Steel King’s growth plan.”

Rossier-Abel has a BS in Managerial Accounting and Business Administration from the University of Wisconsin-Stevens Point. A native of Plover, WI, Rossier-Abel has been active in the United Way and with Junior Achievement.



*Ronna Rossier-Abel, Steel King's Vice President-Finance*

“I’m excited to join Steel King, a company with a long history of strong customer partnerships,” Rossier-Abel said. “I’m eager to apply my wide range of experiences in finance to help drive the business forward for continued growth.”

## About Steel King Industries

Since 1970, Steel King Industries has been manufacturing a full line of material handling products, including selective pallet racks, dynamic flow storage systems, cantilever racks, portable racks, and custom shipping racks, along with industrial steel containers and guard railing. Products are made using only U.S. steel. Innovation, customization, and design strength have earned Steel King the reputation as a leader in the material-handling marketplace. The company is headquartered in Stevens Point, WI, the company has over 500 employees with manufacturing facilities in Stevens Point and New London, WI and Rome, GA. For more information, call Steel King at (800) 826-0203 or visit [steelking.com](http://steelking.com).

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