



For Immediate Release

Steel King Awards Conveyor & Caster - Equipment for Industry as its Most Valuable Dealer

Fourth-generation family-owned material handling solution provider acknowledged for its growing partnership with Steel King

Stevens Point, WI — January 10, 2023 — Steel King Industries, a leading manufacturer of storage rack and material handling products announced that Conveyor & Caster – Equipment for Industry (CC-EFI), a fourth-generation family-owned material handling solution provider, has won Steel King’s Most Valuable Dealer Award for the company’s 2022 activity. The company was honored during the ProMat show last week in Chicago. The company has been a long-time Steel King dealer, and this is their first time winning the award.

Founded in 1961, CC-EFI has developed a national reputation for providing quality, innovative and comprehensive material handling solutions to its customers. The company specializes in casters and wheels, gravity and powered conveyors, pallet rack and shelving.

“We are honored for this recognition and thank our collective teams for their efforts in making Steel King a trusted storage solution for our customers,” said Jeff Stohr, CEO of CC-EFI. “We are excited to continue building upon our success into the future—delivering the best in storage and safety for our customers’ needs.”



Launched in 1996, Steel King’s Most Valuable Dealer (MVD)

award recognizes the achievement of the company’s top channel partners and was designed to strengthen the level of partnership with Steel King’s top dealers. The award is the result of more than selling the most Steel King products each year, as it also includes many contributing factors, including achievement of sales and marketing action items, sales lead follow responsiveness, new order submissions, and different products sold.

“We congratulate CC-EFI on achieving Most Valuable Dealer status for 2022, and for their first time winning the award.” said Don Heemstra, VP of Sales and Marketing, for Steel King. “CC-EFI has shown tremendous growth in their relationship with Steel King as well as their success as an

Excalibur dealer for us. Steel King has been doing business with CC-EFI and through some of their acquisitions since before 1980 and the award is the culmination of years of partnership with them coming to fruition.”

Rick Andrews, Vice President of Account Development for CC-EFI, echoed his excitement about winning the award. “We are honored and humbled to receive the Steel King Industries most valuable dealer award,” said Andrews. “It certainly was with excellent support from the Steel King team and Jim Augustyniak, our Regional Sales manager, and Jill Damrau, our inside sales champion. We have been a proud Steel King dealer for over 40 years, and their commitment to quality and service has made them one of our most trusted manufacturing partners. The breadth of their line from racking systems, safety guarding products, containers and platforms offers us the ability to deliver solutions that allow our customers to operate safely and successfully.”

About Conveyer & Caster – Equipment for Industry

Conveyer & Caster is a leading provider of casters, material handling equipment, conveyor systems, and storage solutions. Founded in 1961, Conveyer & Caster is a fourth-generation, family-owned solutions provider based in Northeast Ohio. The company is driven by a simple mission of providing the right storage and handling solutions to improve customer material flow and efficiency.

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, with manufacturing facilities in Stevens Point and New London, WI and Rome, GA. For more information, visit steelking.com.

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