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STEEL KING INDUSTRIES, INC.

**For Immediate Release**

## Ryan Wachsmuth Named as Southeast Regional Sales Manager for Steel King

*Wachsmuth to draw on his years of experience at Steel King to develop sales strategies, expand dealer relationships and increase market share across the Southeast Region*

**Stevens Point, WI — January 5, 2024** — Steel King Industries, a leading manufacturer of storage rack and material handling products announced that Ryan Wachsmuth has been named Regional Sales Manager for the Southeast portion of the United States.

Wachsmuth joined Steel King in 2007 as a Product Designer, where he worked on all product lines, but focusing on the company's pushback, pallet flow and carton flow projects, gaining on-site experience, and developing various special designs. In 2010 he became manager of Steel King's Dynamic Storage product line.

In his new role, Wachsmuth will be responsible for driving Steel King's sales strategies and dealer relationships and expanding market share across the Southeast region.

"Ryan's proven track record in leading our Dynamic Storage product line for the past 13 years has given a wealth of expertise that directly applies to his new role," said Don Heemstra, VP of Sales and Marketing at Steel King. "He already knows many of the Excalibur dealers that he will be responsible for in his new role, which will allow him to truly hit the ground running."



Wachsmuth has a degree in Mechanical Design from Mid-State Technical College and is in his final year at UW-Stevens Point as a double major in Business Management and Marketing.

### 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. 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, visit [steelking.com](http://steelking.com).

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