



For Immediate Release

Steel King Awards Prestige as its Most Valuable Dealer

Largest stocking dealer of Steel King racking in the Southeast US acknowledged for its growing partnership with Steel King in first time winning the award

Stevens Point, WI — March 26, 2024 — Steel King Industries, a leading manufacturer of storage rack and material handling products has announced that Prestige, a full-service storage and material handling company based in Chattanooga, TN, has won their Most Valuable Dealer Award for 2023 activity. The award was presented to Prestige during the recent Modex tradeshow in Atlanta.

Founded in 1970 by James O. Westbrook, Prestige (formerly known as Prestige Sales Company, Inc.) began as a dedicated supplier for the dairy and cold storage industry. Over the years, their focus evolved, as they began to specialize in advanced storage equipment and material handling products across multiple industries with a commitment to quality and innovation. The company has been a Steel King Excalibur dealer since 1995 and is the largest stocking distributor of Steel King products in the Southeast US.



“We congratulate Prestige on achieving our Most Valuable Dealer status for 2023,” said Don Heemstra, Steel King’s VP Sales. “This is their first time being recognized for the award and we are excited for them to be recognized for their efforts as a top channel partner.”

Launched in 1996, Steel King’s MVD award is designed to strengthen the partnership with the company’s top dealers and recognize the achievement of the company’s top channel partners in the warehouse, logistics, material handling, and facility management industry.

Being a Steel King MVD is not earned solely by selling the most Steel King products each year, but includes many contributing factors in the relationship including year over year growth, shipment dollars, profitability, joint marketing efforts, and number of new orders submitted.

“Strong partnerships across customers and manufacturers are what have made Prestige successful over our 50+ year history,” said Steve Westbrook, Prestige’s Vice President. “Steel King is a long-term partner, and one that we know consistently brings expertise, quality, and service to every project we work with them on. Our ability to quickly ship and reduce lead time with our stock inventory coupled with our longstanding experience in delivering turn-key projects has been instrumental in making our Steel King product lines successful. We are extremely honored to have received the 2023 Most Valuable Dealer Award and look forward to continuing to deliver excellence and top-tier solutions to our clients in 2024.”

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. With over 500 employees, Steel King is headquartered in Stevens Point, WI, 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.

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